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VOLUME 16, No. 6 FOR THE COIN-OP ENTERTAINMENT INDUSTRY May 1990

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NEWS BULLETIN

Data East names Keenan... Joseph Keenan is the new president of Data East USA Inc., filling the position last held by Bob Lloyd. Keenan has previously held top executive positions with Atari Corporation, Chuck E. Cheese Pizza Time Theatre, and most recently, Wilkes Bashford Co.

"It's exciting to get back into an industry as dynamic as the electronic entertainment business,' he said. 'In the 1980s, Data East established itself as a leader in every segment of interactive entertainment, from coin-op arcade and pinball games to Nintendo home video games and home computer software. In the 1990s, we will leverage this strong market appeal and brand recognition. We will continue to build on the momentum."

Tetsuo Fukuda, president of Data East Corp. in Tokyo and chairman of Data East USA, said he had considered as many as 20 candidates during the presidential search, which began in September 1989. He and Keenan reached an agreement on March 19. "I believe Joe Keenan is the person who can satisfy my expectations," Fukuda said. "His return to the amusement industry will be very good for our company, as well as for this industry."

In other news concerning Data East, executive vice president/general manager Ray Musci has left the company to pursue other interests. He has promised to give us details of his plans in the next issue.

Dillon leaves Taito... Taito America president Joe Dillon abruptly left the company on April 16 for unknown reasons. According to a source at Taito America, "It's my understanding that it was a mutual parting of the ways. Joe must have had something else lined up, because the Japanese usually don't move this quickly. All I know is that as of Monday afternoon (April 16), we were without a president. It certainly came as a surprise."

A replacement has not been named, but speculation is that it will be M. Suzuki, the current head of Taito's international sales department.

WMS/Acclaim reach deal... Acclaim Entertainment Inc. has been granted the right of first refusal on WMS Industries Inc. arcade titles for marketing and distribution as Nintendo Entertainment System (NES), Game Boy, and Super-Play Handheld electronic video games. The agreement encompasses properties produced by Williams Electronics Games and Midway Manufacturing Co. (manufacturer of Bally/Midway games), both WMS subsidiaries.

Also, as part of the transaction, WMS Industries will be given an option to purchase Acclaim common stock.

"Since video and arcade properties are a prime source for successful Nintendo titles, this agreement truly benefits both companies," said Acclaim president Robert Holmes. "With our pending acquisition of LJN Toys Ltd.—and the resulting need for five additional Nintendo titles per year for that label—obtaining first right to the fountain of powerful Williams/Bally/Midway properties provides us with an immediate source for potential hits while also expanding WMS Industries' role in the consumer video arena."

The first two titles to be offered are *NARC* and *Arch Rivals*. Acclaim officials say they are considering two additional WMS Industries titles for release this year; they expect to release three to four such titles on an annual basis.

In other news concerning Williams, the company's video follow-up to *NARC*—*Smash TV*—will begin production in early May. This interactive game features, among other things, unique dual controls.

Bell indicted... John Bell, president of the Mississippi Coin Operators Association and owner of Bell's Music Co. Inc. in Vicksburg, has been indicted and charged with 11 counts of racketeering. The indictment stems from allegations that Bell illegally operated video poker machines.

Bell vehemently denied the charges, claiming that the whole matter is simply a witch hunt being carried out by Attorney General Mike Moore, because the Chancery Court of Minds County ruled that video card games are not illegal, per se. Since an October 1988 truck stop raid, which turned up illegal pay-offs, Moore has targeted him as an object of intense scrutiny, Bell says.

Defense attorney Travis Vance says that Moore broke an agreement with Bell—made after the raid—in which Moore promised not to prosecute if Bell agreed not to operate video poker machines. Vance added that Bell's Music Co. has not operated the machines since October 1988.

A hearing was scheduled a few days after we went to press, with the presiding judge set to rule on four motions. One of them went to the heart of whether the indictment itself was valid. Vance claims Moore had no authority to call the grand jury back into special session.

"I believe the judge will throw the indictment out," Bell said. "If not, I'll win in court."

Seminar dates added... Star Tech Journal has added seven dates to its list of technical seminars for advancing technicians. The sessions consist of two full days of inside repair tips and hands-on labs.

The dates and sites are: June 2-3: Mountain Coin in Las Vegas; June 9-10: Dunis Distributing in Portland, Ore.; June 16-17: First Choice Coin in Denver; June 23-24: H.A. Franz & Co. in Houston; July 14-15: Central Distributing in Omaha, Neb.; July 21-22: Hanson Distributing in Bloomington, Minn.; and Aug. 25-26: Commercial Music in Dallas.

Advance registration is $250 per person; there is a 10 percent discount for multiple registrations from the same company. For more information, contact James Calore at Star Tech Journal, P.O. Box 1065, 18 North Centre St., Merchantville, NJ 08109; (609) 662-1080; FAX (609) 662-0537.

Arachnid, Merit split in court... On March 19, in the U.S. District Court for the Eastern District of Pennsylvania, a judgment was issued in favor of Arachnid Inc. on a civil action against Merit Industries Inc. for patent infringement. But Merit prevailed on the issue of target segment infringements.

Judge Robert F. Kelly held that Merit infringed on Arachnid's "781 Dual Microcomputer" patent; the jury also granted Arachnid $60,000 in monetary damages.

"Arachnid feels strongly about the wisdom of the patent system to encourage invention and spending on development," said Arachnid president Bill Ward. "The company is solidly committed to defending its intellectual property rights. I don't think any more or any less of Merit. They just made a mistake."

Merit will appeal the decision on the grounds that it is contrary to law. According to Bernie Powers, Merit's director of marketing, Merit was entitled to rely in good faith on the patent of IDEA, the company which held the "781" patent before it was awarded to Arachnid. Powers says Merit had long since stopped using the licensed product and introduced its own electronic system when Arachnid got the patent from IDEA.

On the claim regarding target segments used by Merit in its early *Bull Buster* games in 1985, the jury decided in favor of Merit, ruling that there was no infringement. "Merit, in previous cases, has always prevailed regarding target segments," Powers said. "The current decision finally puts the matter to rest—Merit has *never* built nor sold games with infringing segments."

United Amusements closes... The relationship between Los Angeles-based distributor United Amusements and NEC Home Electronics (USA) has come to an end, a move

that signals the demise of United Amusements. The two had joined forces for U.S. distribution of the coin-op version of NEC's *TurboGrafx-16* hardware system.

United Amusements displayed the coin-op system and the first handful of games for it at AMOA '89. But neither company took out a booth at ACME '90, an indication that things might not be going well. According to Brad Brown, UA's national marketing manager, the company hasn't decided whether it will file for Chapter 7 or Chapter 11 bankruptcy.

"The relationship between us and NEC ended for an unofficial and an official reason," Brown said. "The unofficial reason, which I heard from various sources, is that (coin-op) video game developers put pressure on NEC to stay out of coin-op by holding the licensing rights to consumer games over its head. This accounts for 80 to 90 percent of the reason for NEC's pullout. The second reason is that NEC (USA) is simply understaffed. They weren't as ready to get into coin-op as they should have been.

"The NEC backout buried us," he continued. "It meant that we had virtually no continued source of software for the future. I talked to about 10 American software houses, trying to find another source, but none of them had any interest in coin-op. One guy even said, 'Why should I take a chance on a coin-op game, when I can sell 50,000 units of an unknown title for the home market?' He didn't want to take a chance on ruining his reputation in the home market."

Telephone calls made to NEC were unreturned.

► **Rezek exits Midway...** Laura Rezek, marketing manager for Midway Manufacturing, has left her post to assume the position of marketing communications manager for the slot machine division of Bally Manufacturing Corp. in Las Vegas.

"We are sorry to see Laura leave, since she contributed much to the day-to-day success of Midway Manufacturing," said Ken Fedesna, vice president and general manager of Williams Electronics Games and Midway Manufacturing Co. "We wish her well in her future endeavors."

► **Yula recognized...** Industry veteran Tony Yula, senior vice president of Mondial Distributing Inc., has been named the 1990 "Man of the Year" by the Northeast amusement, vending, and cigarette industries. This recognition will be one of the highlights of the Northeast Regional Amusement Machine Convention and Trade Show on May 4-6 at Atlantic City's Trump Regency.

The show is sponsored by the New York State Coin Machine Association, the Amusement and Music Operators Association (AMOA) of New York, and the AMOA of New Jersey. The AMOA of Connecticut is also participating. Over 40 exhibitors are scheduled to take part.

► **Kraemer killed...** Tony Kraemer, a game designer for Williams and Bally/Midway since 1975, died after being struck by a car in Chicago on April 8. He was 41 years old.

According to Steve Kordek, director of game design, Kraemer was visiting various locations that night to see how his latest design, Midway's *Pool Sharks*, was doing. Tragically, a car hit him as he was crossing the street. Kraemer was rushed to the hospital, where he died from the injuries.

Kraemer had such lasting pinball creations as *Hot Tip* in 1978, the first solid-state game ever produced by Williams; *Disco Fever*, with its curved flippers; *Tri-Zone*; *Algar*; the double-level *Pharaoh*; and *Swords of Fury*, his last Williams pin in 1988. As a member of the Bally/Midway design team, Kraemer was involved with such games as *Truck Stop*, *Transporter*, and the latest, *Pool Sharks*.

"The industry has lost a true original, who was responsible for so much entertainment and joy by millions of pinball players the world over," Kordek said. "We mourn his passing and offer our heartfelt sympathy to his mother Elizabeth, brother Carl, and sisters Maria and Loretta."

► **Coin Concepts to move...** Art Warner and Wylie Irwin of Coin Concepts Inc. have announced plans to relocate to larger quarters in July. "The demand for redemption and novelty games has increased so rapidly that we underestimated our space requirements," Warner said. "We never expected to outgrow the space in 18 months."

Irwin, who designed the new facility, added, "We have considered our needs for the next three years. In addition to a larger warehouse facility, we have increased our offices for a larger sales force and parts department."

► **Betson broadens market...** Betson Enterprises, seeking to expand its role in the children's redemption market, has entered into a joint effort with Skee-Ball Inc. to create *Skee-Toss*.

Skee-Toss, which uses the same microprocessor electronics found in Betson's *Dribbles Jr.* basketball game, is the first children's toss game that stresses player interaction via an attract mode with speech. Many of the parts in *Skee-Toss* will be interchangeable with traditional *Skee-Ball* alleys.

Skee-Toss is being manufactured at the Skee-Ball facility in Pennsylvania, with marketing and sales being handled by Betson's redemption department in New Jersey. For more information, contact Betson at (800) 524-2343, or (201) 440-2200 in New Jersey.

► **New from Design Plus...** Another youth-oriented redemption game new to the market is *Bozo Basketball* from Design Plus Industries. This "youth-size" basketball game is available in single- or double-player configurations. Both have colorful structure, flashing lights, and lively circus music to draw attention to the game. An optional ticket dispenser has adjustable settings for a "winner every time."

Company owners Mike and Diane Seibert say other Bozo youth-size games will be released later this year. For more information, contact Diane at Design Plus, (800) 541-1288.

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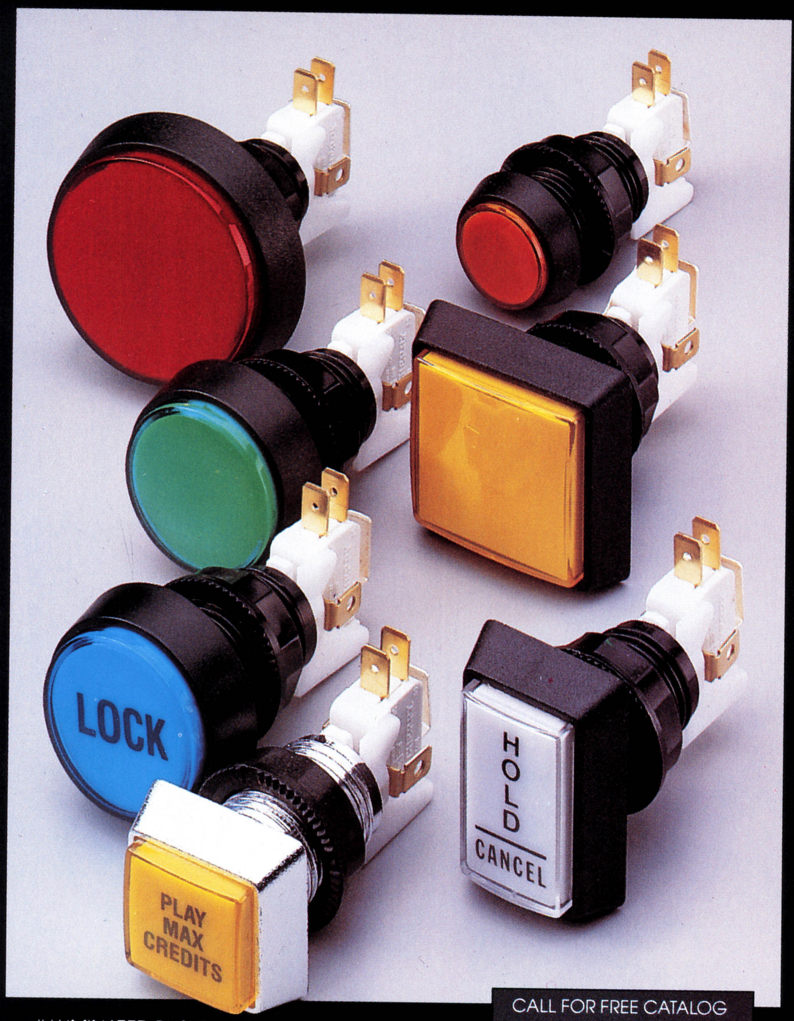

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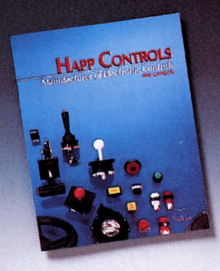

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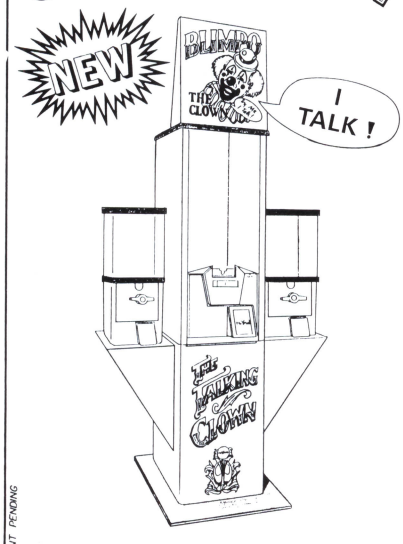

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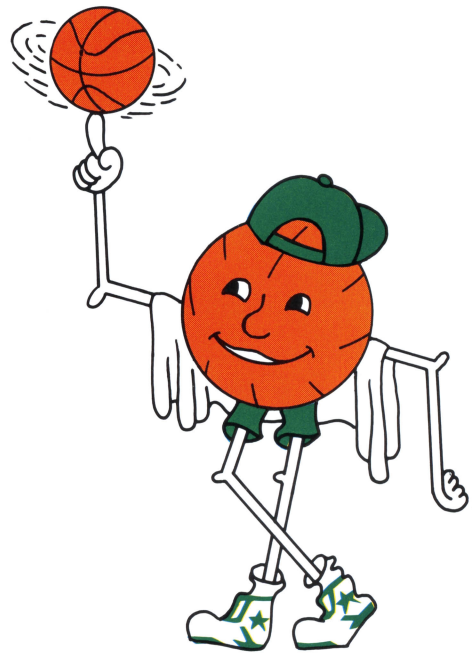
COVER

Peter Feuer, president of Merit Industries, proudly stands before an impressive line-up of dart games from the Pennsylvania-based company. Also pictured: the versatile countertop Superstar Pit Boss.

DRIBBLES JR. BASKETBALL



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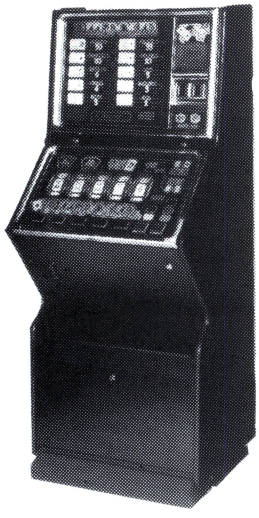

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EQUIPMENT POLL

Buying the right game is a "make-or-break" proposition for the operator, who must have both monthly and ongoing analyses of game performance. This chart is designed to give the operator information he needs to guide his purchases. The "longevity indicator" will tell him how long the game has remained high on the chart. The number of months on the Top 10 is important, as is the total number of months on the chart. Future months will include how long the game was in coin-op before being released for the home market. Look to the chart each month for additional polling information.

VIDEO & PINBALL COMBINED

GAME	MFG.	POINT VALUE	MONTHS ON CHART	MONTHS IN TOP 10	LONGEVITY POINTS
1. Final Fight	Capcom	9.27	3	3	148
2. TMNT (dedicated)	Konami	8.96	5	5	249
3. Hard Drivin'	Atari	8.07	13	13	630
4. Whirlwind	Williams	8.60	3	3	142
5. Four Trax	Atari	8.44	3	3	123
6. Final Lap	Atari	8.19	12	11	431
7. WWF Super Stars	American Technos	7.93	10	9	423
8. Beast Busters	SNK	7.69	3	2	87
9. Turbo Out Run	Sega	7.64	13	12	471
10. Earthshaker	Williams	7.56	13	13	590
11. Silver Slugger	Premier	7.56	1	1	40
12. Police Force	Williams	7.50	7	7	304
13. Line of Fire	Sega	7.50	2	1	51
14. Super Off Road	Leland	7.48	13	13	595
15. Capcom Bowling	Capcom	7.45	9	8	146
16. All American Football	Leland	7.45	6	6	224
17. Operation Thunderbolt	Taito	7.39	13	13	503
18. Out Run	Sega	7.36	13	10	452
19. Phantom of the Opera	Data East	7.33	1	1	32
20. Elvira/Party Monsters	Bally/Midway	7.28	6	6	245
21. Golden Axe	Sega	7.27	10	10	413
22. Buster Bros.	Capcom	7.26	4	2	72
23. Klax	Atari	7.19	2	1	30
24. Cyclone	Williams	7.18	13	13	500
25. Tetris	Atari	7.18	9	6	165
26. AfterBurner	Sega	7.14	12	3	203
27. Midnight Resistance	Data East	7.10	5	3	106
28. Aliens	Konami	7.08	1	0	23
29. Toki	Fabtek	6.92	5	4	153
30. Mechanized Attack	SNK	6.88	9	4	203
31. Operation Wolf	Taito	6.86	12	4	246
32. Arch Rivals	Bally/Midway	6.85	10	8	329
33. Chase H.Q.	Taito	6.75	13	8	375
34. Dragon Breed	Irem	6.75	1	0	17
35. Super Hang On	Sega	6.74	11	1	198
36. Team Quarterback	Leland	6.73	13	6	323
37. Taxi	Williams	6.72	13	12	391
38. Cyberball	Atari	6.64	7	1	129
39. Shadow Dancer	Sega	6.61	1	0	12
40. Championship Sprint	Atari	6.60	6	5	52
41. Crime City	Taito	6.59	3	1	39
42. Cyberball 2072	Atari	6.58	7	5	229
43. S.T.U.N. Runner	Atari	6.57	5	4	149
44. Pinbot	Williams	6.55	12	10	237
45. Monday Night Football	Data East	6.52	7	7	229
46. Cabal	Fabtek	6.49	11	9	220
47. Mousin' Around	Bally/Midway	6.48	4	2	61
48. S.C.I.	Taito	6.47	3	1	28
49. High Speed	Williams	6.45	9	7	205
50. Crime Fighters	Konami	6.45	10	7	303

VIDEO KITS

GAME	MFG.	POINT VALUE	GAME	MFG.	POINT VALUE
1. Final Fight	Capcom	9.27	14. Dragon Breed	Irem	6.75
2. WWF Super Stars	Am. Technos	7.93	15. Shadow Dancer	Sega	6.61
3. Turbo Out Run	Sega	7.64	16. Crime City	Taito	6.59
4. Capcom Bowling	Capcom	7.45	17. Cyberball 2072	Atari	6.58
5. All American Football	Leland	7.45	18. Cabal	Fabtek	6.49
6. Golden Axe	Sega	7.27	19. Crime Fighters	Konami	6.45
9. Buster Bros.	Capcom	7.26	20. U.S. Classic	Taito	6.43
8. Klax	Atari	7.19	21. Tri-Sports	Bally/Midway	6.26
9. Tetris	Atari	7.18	22. Super Mario 3	Nintendo	6.24
10. Midnight Resistance	Data East	7.10	23. Golden Tee Golf	Strata	6.24
11. Aliens	Konami	7.08	24. U. N. Squadron	Capcom	6.22
12. Toki	Fabtek	6.92	25. Badlands	Atari	6.20
13. Arch Rivals	Bally/Midway	6.85			

VIDEO DEDICATED

GAME	MFG.	POINT VALUE	GAME	MFG.	POINT VALUE
1. TMNT	Konami	8.96	6. Line of Fire	Sega	7.50
2. Hard Drivin'	Atari	8.87	7. Super Off Road	Leland	7.48
3. Four Trax	Atari	8.44	8. Operation Thunderbolt	Taito	7.39
4. Final Lap	Atari	8.19	9. Out Run	Sega	7.36
5. Beast Busters	SNK	7.69	10. AfterBurner	Sega	7.14

PINBALLS

GAME	MFG.	POINT VALUE	GAME	MFG.	POINT VALUE
1. Whirlwind	Williams	8.60	9. Pinbot	Williams	6.55
2. Earthshaker	Williams	7.56	10. Monday Night Football	Data East	6.52
3. Silver Slugger	Premier	7.56	11. Mousin' Around	Bally/Midway	6.48
4. Police Force	Williams	7.50	12. High Speed	Williams	6.45
5. Phantom of the Opera	Data East	7.33	13. Jokerz	Williams	6.33
6. Elvira/Party Monsters	Bally/Midway	7.28	14. Robo Cop	Data East	6.18
7. Cyclone	Williams	7.18	15. Bone Busters	Premier	6.15
8. Taxi	Williams	6.72			

FROM THE EDITOR

Looking for 100% compliance

The negotiations are over. The verdict is in for jukebox operators after 18 months of talks. On March 22, the AMOA and the performing rights societies, ASCAP, BMI, and SESAC, signed an agreement detailing the fees that jukebox operators will have to pay on their machines for the next 10 years.

Very briefly, they will have to pay $275 for the first jukebox, $55 each for two through nine, and $48 each for more than 10. There is a break-even point at 19 jukeboxes.

Although the $275 for the first jukebox looks excessively high, the fee for subsequent ones has dropped considerably. And it could drop even further—as low as $30 per year per machine—if the compliance is up.

But perhaps the best part about the agreement is the amnesty clause. Even if you have never licensed a single jukebox over the past 10 years, you may now do so at no penalty. You will not be asked to pay any back fees. But the grace period is only until June 1, so get out your check book and license those jukeboxes.

Looking at the situation, I can honestly say that jukebox operators are lucky that the fee was not raised considerably higher. In these days of inflation and hungry governmental bodies, the performing rights societies are not going after blood. But they expect compliance. In the years since the compulsory license fee was enacted, the compliance level has never been what it should have. In 1989 the total number of jukeboxes registered was under 100,000. Estimating in conservative numbers, there are probably over 200,000 jukeboxes singing their tunes in locations across America.

While everyone must pay $275 for the first jukebox, it seems clearly designed to affect those locations who own their own jukeboxes and have never bothered to license them. They should pay a little more. In fact, it could be a benefit to legitimate operators; a location may not feel it's worth it to pay the high fee. Therefore, he may just decide to sell the box back to an operator, who will then be responsible for the licensing—and the split! With the multiple fees, any operator with over 20 jukeboxes will see a decrease in overall payment to the societies.

A word of caution: the performing rights societies will be even harder at work to catch violators. If caught, operators will be at their mercy. In fact, if an unlicensed jukebox is spotted, the owner could be forced to pay license fees as high as $600 per year and will not be able to take advantage of the negotiated agreement for two years. There is more to lose now in not having your jukeboxes licensed.

Another thing you may want to consider. The higher the compliance level, the more the per-machine fee drops. Therefore, operators who are adhering to the law will not be apt to look the other way if they see unlicensed jukeboxes dotting their territories. Before this new agreement, unlicensed jukeboxes did not directly affect other operators the way it now does. It is decidedly in the best interest of operators who send in their license fees to monitor those that don't. And, yes, even report them if necessary.

I know that the controversy of whether there even should be a license fee has been raging for a decade. I was here when the notion of a fee was raised in 1978. Boy, we fought that as long as possible. The $8 doesn't seem so bad now! I can see that there will always be a fee—the amount will depend on operators. It makes sense—the more people that register, the lower the fee. The societies are getting their fair share one way or the other. Music is becoming more important than ever in our industry. Operators cannot turn a blind eye on those that are blatantly ignoring the law. With the amnesty offer, operators have the perfect opportunity to license jukeboxes with no hassles.

What better time to put the past aside and get your route in order. Remember, you have until June 1 to act with no questions asked. You may never have this opportunity again. And keep in mind that if you are caught with unlicensed jukeboxes after June 1, not only will you be obligated to pay the current license fee (or one much higher for two years), you will also be required to pay ALL back fees!

That's scary! I wouldn't want to take the chance. I'm not sure that I can think of anyone who would be willing to bet so much when there is so little to gain, but so much to lose. □

Valerie Cognevich

Valerie Cognevich
Editor

A NOTE OF THANKS

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LETTERS

Mid-week vs. weekends

Opening last year's AMOA convention in Las Vegas on Monday, as opposed to Thursday or Friday, proved to be very popular. Whether it was the unique Monday opening or the attraction of Vegas, the consensus of attendees was that it was a most successful show. The only complaint, mostly from the North and East Coast contingent, was the logistics of Vegas.

It seems to me that having a show open on Monday, Tuesday, or Wednesday is far more popular than having the show run into, and possibly through, the weekend. Insomuch as a coin machine show means hard work, especially during the day, attendees would probably prefer to go to the show on working days, rather than give up the weekend away from home and family. This is especially true during football season. And I am not speaking for the football fanatics only! The autumn madness attracts many fans from our industry and they would rather be at a game or in front of a TV set than working a show.

Therefore, I would suggest that Play Meter magazine (a co-sponsor of ACME) take a survey to ascertain the preference as to when a coin machine show should begin and end, and also the most popular city to hold the convention.

And speaking of locations—I have always thought that Chicago has always been the best place for the convention. I may be prejudiced but New Orleans has to be second to Chicago because of its location, its charm, food, and many other attractions. And above all, because everything is centrally located.

I will not comment on other places or other cities where the convention has been held or may be held, leaving this comment and vote to the selection committee. However, I do believe that San Francisco should come under consideration as a future site for either ACME or AMOA.

Louis Boasberg
New Orleans Novelty Co.
New Orleans, LA

Thanks Grayhound!

Having worked with manufacturers, we realize both the costs and the risks involved in starting a new line or promotion. As a distributor, we can only commend the manufacturers we currently have the opportunity of working with. However, I would like to call special attention to Grayhound Electronics and its popular Newport basketball promotion.

For those unfamiliar with the promotion, Newport not only runs tournaments which include free gifts and prizes, but also picks up $700 off the cost of the basketball game. It actually would have been quite easy for Grayhound to keep that $700, charge us $1,995 for the game, and offer only the free tournaments as a perk. However, Grayhound decided to exercise that rare gift of passing the $700 savings back to the operator and only charging $1,295.

So, let us be the first to top our hats to Grayhound for unselfishly putting that much-needed money back in the operators' pockets.

Patti Novak
Coast to Coast Amusements
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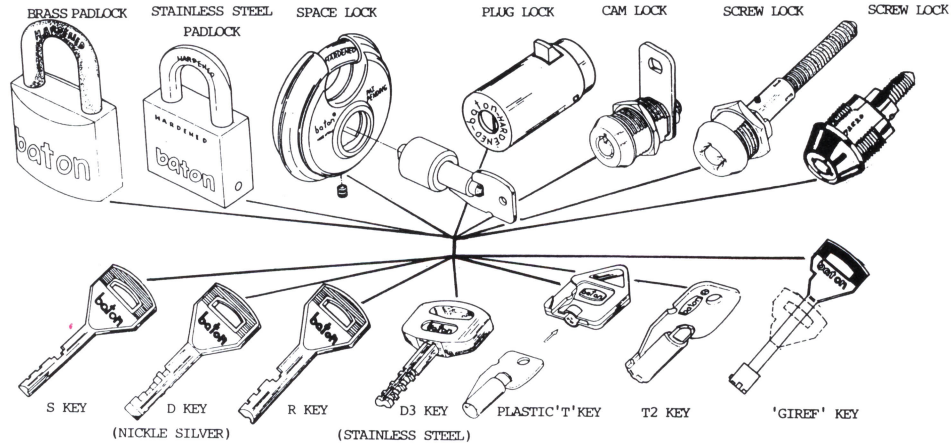

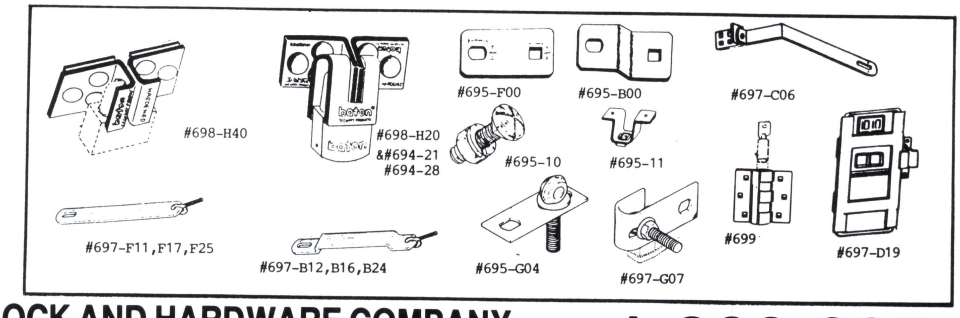

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Gaining respect for R&D

The job of a game designer must be a difficult one. As I watch the complex storylines unfold on video screens and marvel at the complexities of the pinball playfields of the '90s, I am literally blown away by the creativity and impressed by the time that must be invested in these projects.

I recently put myself on loan to in-house R&D, so to speak, and designed a small board-type game for our March issue. The idea originated 18 months ago when some humorous industry comments needed a new avenue of expression. I now have an inkling of what a game designer goes through, if only on a small scale. The fun is in the excitement of the original idea; the rest is pure "D" work.

No matter how simple the idea may seem at first glance, it is a real headache to bring the total package to completion. The talents of many are required to reach the final destination. Besides the wording for the cards in our game, Arcade USA, there was the design of the board and, most importantly of all, the flow of the game. Here are questions that come to mind in the game development process: Just how hard is this game? Is winning achievable? Is it too easy? Will adults and children alike find pleasure in the game? Is it really fun?

And what about field testing? Yes, our game was field tested many times over, with children and adults. It was played with two players, three players, and four players. The results were tallied and timing noted. And then? Then it was "fine tuned," what this industry calls "tweeking." Adjustments were made and it was tested again. No matter how many times it was played, I always felt it wasn't enough.

There has to be a parallel here with the big time research and development divisions in the coin-op industry. Here's the trick: the game must appeal to everyone, all ages and both sexes; it must be easy to learn and difficult to master; it must have startling graphics and superb sound effects (at least I didn't have to worry about music); the decals and marquee or backglass must be striking and draw player attention; and the total package must be brought in at a bargain basement price (prices comparable to what was paid for games five years ago).

All of a sudden, R&D sounds tough. Programmers, sound technicians, and artists must gather to produce one perfect product, one game that will be a "hit," a game that will "make" the manufacturer and guarantee success for the operator. It's anyone's guess which game will be popular. Sometimes early earnings reports that point to a favorable review don't hold up in the long haul. The idea may be great, the timing terrible.

At a recent awards ceremony I attended, the chairman of the awards committee stated that the recipients were not merely "lucky" to win; they had labored long and hard to reach this moment. He expressed his feeling that "preparation and opportunity equal luck."

Are popular games an example of just luck? Or is it a combination of game preparation and an audience ready for the theme that come together to produce a profitable product? All the hype in the world won't turn a poor game into a great one. A company's future rides on the backs of its products; it's difficult to come back from a flop. Distributors and operators will lose faith if the percentage of "hits" don't outweigh the percentage of "misses." There are no guarantees when it comes to a fickle public.

This industry has had its share of quality games and mediocre ones. Developers cannot possibly produce one mega hit after another. But the fact that they continue to try is a tribute to their determination. And I, for one, appreciate their efforts. To these unsung heroes, the behind-the-scenes trail blazers, I say thank-you for the games of the past, present, and future. □

Bonnie Theard

Bonnie Theard
Managing Editor

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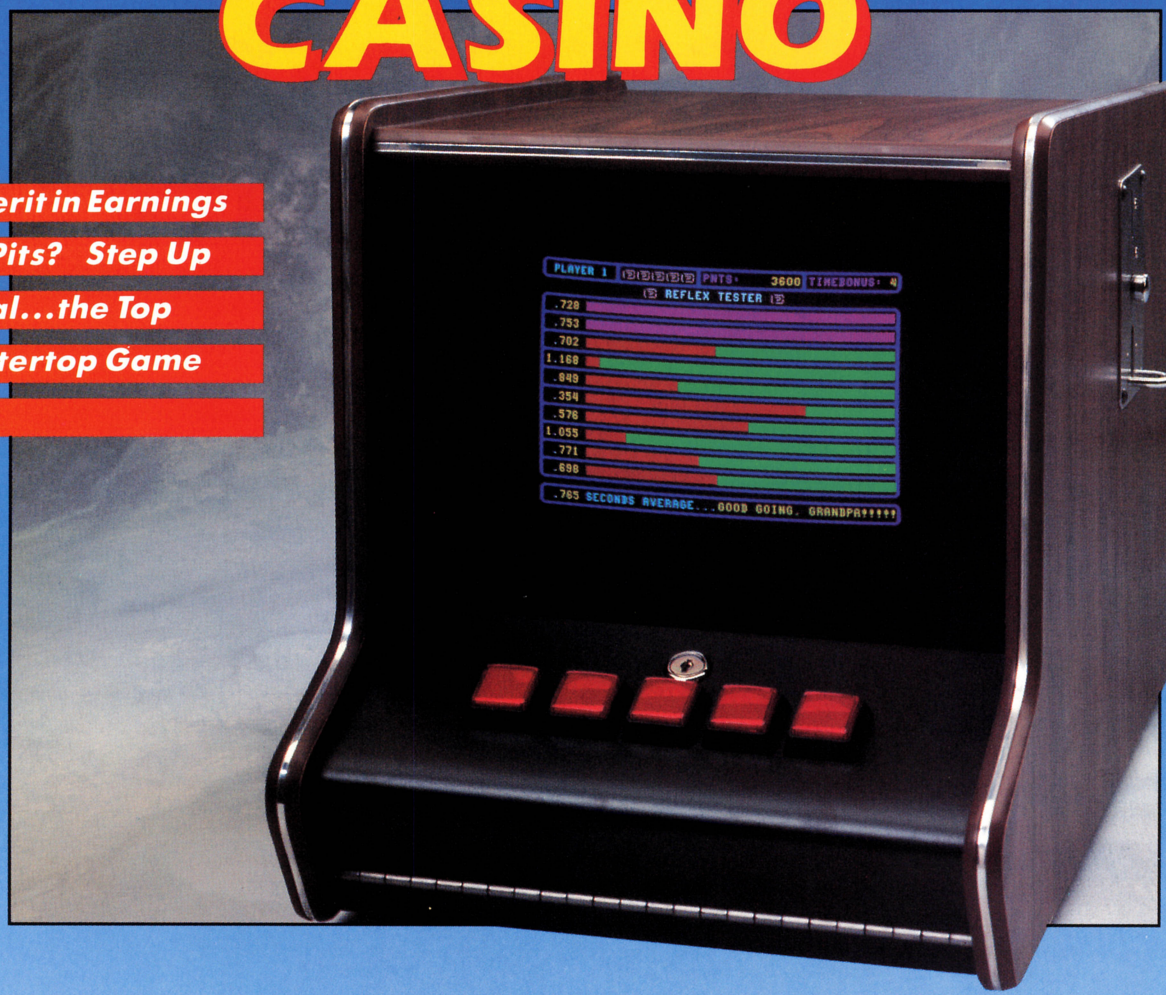

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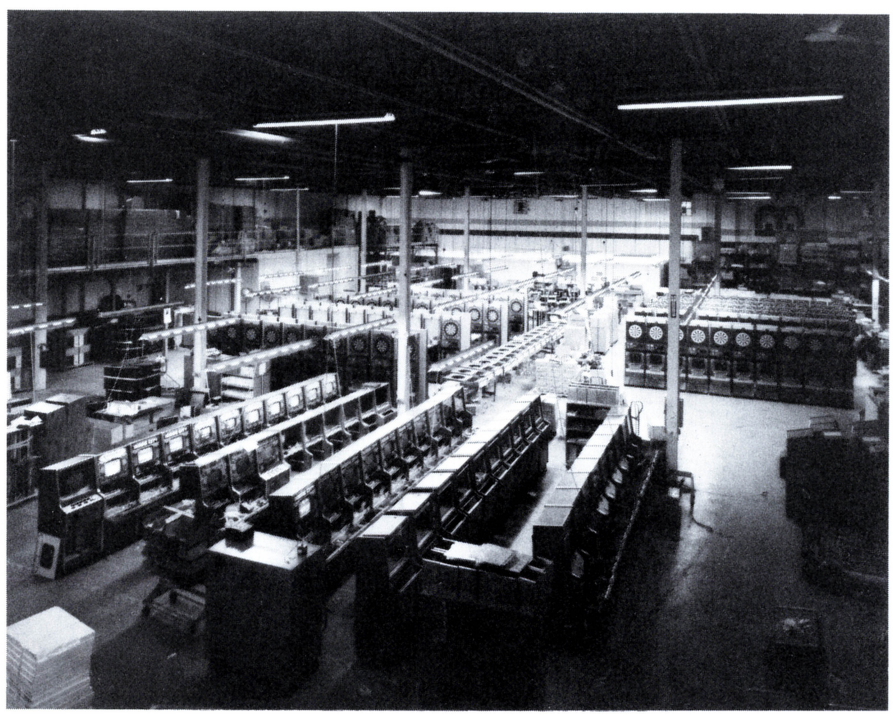

Merit's production facility

President Peter Feuer

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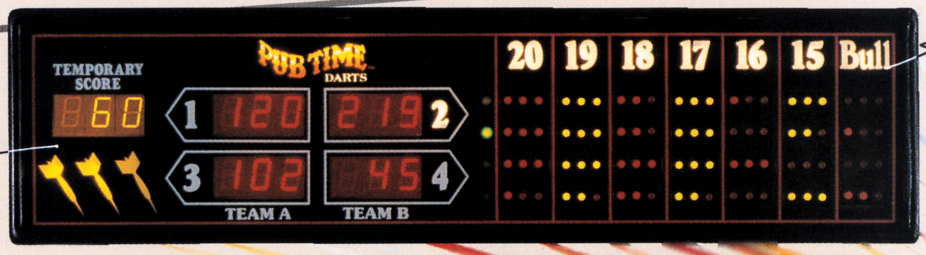

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It would be very easy to begin a story about Merit Industries with its formidable list of games. However, president Peter Feuer, who started the company in 1977, likes to focus on another impressive list at Merit—its employees. When we set out to do a story on this low-profile company, it became apparent that there is a feeling among the employees that is enviable. The employees are a close-knit group, each respecting the other. Merit's people often visit other departments to get an understanding of their functions, how each interacts with the other.

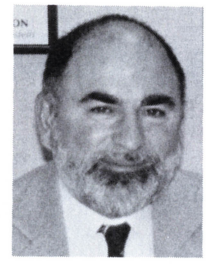
Feuer emphasizes the importance of his employees, saying, ''People have attitudes, and those attitudes as a group within an organization form the personality of the organization. I wish we could put everybody's name and everybody's picture in the magazine—that's what Merit is—a group of good people.''

The people at Merit also stress the importance of their customers. ''If a salesman writes an order, it isn't any good unless the proper product goes out the door in a proper manner to ensure the customer ultimately gets the merchandise in the condition he expects,'' notes Feuer.

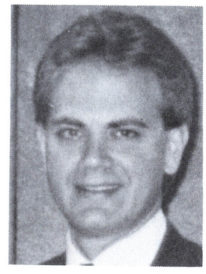
Merit is located just outside of Philadelphia in Bensalem, Pa. They have two modern manufacturing facilities which produce the Merit products for worldwide distribution. The facilities also include the corporate offices with complete engineering laboratories, as well as office space for all the necessary sales and support groups. In addition, Merit operates a facility in Algonquin, Ill., which currently manufactures some of the Merit products. All totaled, Merit occupies 75,000 square feet of space.

The people who make things happen at Merit comprise an impressive list—from sales personnel to accounting to production. Merit's management team is headed by president Peter Feuer. Ralph Hodgson, vice president of finance, is the most unfamiliar to the industry by nature of his position. Yes, he's the one who is responsible for the followup to distributors' shipments—the invoice.

Mort Ansky is vice president of sales. He's been with Merit for nine years, since Merit was in its infancy. Mort takes his work seriously, attending many state shows and local distributor shows. Mort calls himself a people person, as noted when asked what he enjoyed most about the industry. ''I really like the fact that I have met so many people out there and have made friends with so many of them. It's a great feeling to walk into a show and be able to have people call you by your first name.''



Vice president of engineering Don DeVale



National sales manager David Rubinstein

Director of marketing Bernie Powers

Vice president of finance Ralph Hodgson

Salesman Bob Whitehead

Howard Smoyer, director of promotions

Don DeVale is another industry veteran on the management team at Merit. He has been in the industry since the early '70s, supplying scoring displays to pinball manufacturers. He joined Merit in 1989 as vice president of engineering, which includes product design and responsibility for all manufacturing activities. We asked Don what new products we could expect from Merit. We got a familiar ear-to-ear grin and a ''we're working on some things'' reply.

The last member of the management team is the newest at the company but the oldest veteran of the industry. Bernard ''Bernie'' Powers just recently joined Merit as director of marketing, but he has over 20 years of industry experience. Listening to his description of marketing, you get the feeling that there's a little part of it in everything that Merit does.

After starting with a product design, then comes the ability to build that product for functionality and longevity on location. The key people in manufacturing, besides Don DeVale, include Louis Bonatelli, manufacturing manager; Al Muro, Larry Frederick, and Jim Sullivan in production control; Keith Muszynski, who is in charge of the electronics laboratory; Rick Dziak, production manager; and George Del Casale, who is responsible for quality assurance.

Merit's engineering staff includes a department of better than a dozen engineers, including key project team managers Tom Nicholas, Jack Houriet, and Norm Hansen.

Customer service is of major concern, and it's the area where most interaction between operator and manufacturer takes place. Merit recognizes that servicing the distributor is only part of its responsibility—answering calls from

operators is another. Jack Sullivan is Merit's field manager, working directly under the sales department. He also is out there conducting the service schools, as well as fielding calls from operators about Merit products.

Jack's twin brother, Jimmy, is traffic manager. He coordinates product shipments to distributors around the world. Sue Mannices in customer service answers the phone and directs calls to the right person, usually to customer service manager Jim Kelly, Chuck Hellings, or Tom Labold.

Rounding out Merit's impressive staff is "Girl Monday" Vicki Bornstein. Why "Monday"? Merit says it likes to think of the start of the week, with all the excitement and expectation of what the days to follow will bring, rather than Friday, the end of the week. There's also Bob Bowdoin, controller, and Bob Gaspari, purchasing manager.

Merit is a strong supporter of AMOA's National Dart Association in addition to its own World Series of Darts Tournament series. Howard Smoyer heads up the league programs, assisted by Glenn Remick, Bob Hodges, and Scott Dougherty.

And last but not least is sales and marketing. David Rubinstein, national sales manager, and Bob Whitehead are constantly on the road calling on distributors and attending distributor showings. Others in this division are Beth Weiner, advertising coordinator; Lucy Criticos, sales coordinator; and Carol Silcox and Joy Cantando, filling orders and answering questions.

No matter how modest Merit is, its products speak for themselves. The list of products is as impressive as the staff. Since its humble beginnings, Merit has been dedicated to providing equipment for the street operator. *Pit Boss* is now in its 20th generation with the introduction of *Superstar Pit Boss*. Other games, such as *Trivia Whiz* and *Video Poker* and *Keno* for the Montana and South Dakota markets, are also notable.

But no mention of Merit's games would be complete without talking about its line of electronic darts. Its *Pub Time, Regal Darts, Pub Time Premier*, and *Bull Buster* darts fit Merit's philosophy of providing operators with games that reflect a fair return on their investments. □

In customer service, (l-r): Susan Mannice, Chuck Hellings, Jack Sullivan, and Jim Kelly.

Vice president of sales Mort Ansky with Carol Silcox and Joy Cantando.

(L-r): Advertising coordinator Beth Weiner, sales coordinator Lucy Criticos, and field engineer Jack Sullivan.

AMOA, rights societies agree on jukebox licensing

At the March 22 joint press conference to announce the new jukebox licensing agreement, (l-r): Vincent Candilora, president of SESAC; Barry Knittel, ASCAP's director of licensing; Marvin Berenson, vice president and counsel for BMI; and Dock Ringo, chairman of the AMOA Music Licensing Committee and AMOA past president. Ringo became the first jukebox operator to sign a new license. It all took place at ASCAP's New York office.

As we reported in the April "News Bulletin" section, AMOA and the three performing rights organizations—ASCAP, BMI, and SESAC—have reached an agreement for the licensing on non-dramatic public performance of copyrighted music on 45 r.p.m. and CD jukeboxes, retroactive to Jan. 1, 1990. The announcement was made at a joint press conference in New York City on March 22.

The annual license fee schedule for 1990 is as follows: $275 for the first jukebox; $55 per jukebox for numbers two through 10; and $48 per jukebox for 11 or more. A jukebox operator with 19 jukeboxes, for example, will pay $1,202 in fees, compared to the $1,197 that he would've paid for the same amount of jukeboxes under the former $63-per-box agreement. Therefore, the new agreement's savings will kick-in starting with the 20th jukebox.

The base rate for 11 or more jukeboxes will go down, using an income formula worked out in the agreement. For 1991, the fees drop to $47; they're $46 in 1992, $45 in 1993. From then on, these fees will be influenced by cost-of-living adjustments, based on the national level. There will also be percentage reductions for the years 1991 to 1994, to kick-in when the fees collected exceed the benchmark—$6 million for 1990, with alterations in the coming years. The percentage reduction for 1991 and 1992 is 35 percent, 30 percent for 1993, 25 percent for 1994, and nothing thereafter. For example, if $100,000 in fees are collected over the benchmark—a $6,100,000 total—for 1991, there will be a $35,000 (35 percent) reduction to spread out among licensees. The greater the compliance, the more the benchmark is surpassed—which means greater savings for operators.

Under an amnesty program, the performing rights organizations have agreed not to take legal action for copyright infringements "occurring prior to June 15 against any operator who is not a party to a copyright infringement action filed on or before March 15, if the operator executes a jukebox license agreement by June 1."

A new entity has been established in conjunction with the agreement, the Jukebox License Office. Created by the three performing rights organizations, it will serve the function of administering the license. Application forms for the license have been forwarded to all jukebox operators previously licensed by the U.S. Copyright Office. This jukebox license is available to all jukebox operators.

However, jukeboxes not licensed by a jukebox license agreement and received by the Jukebox License Office by March 15 of any year after 1990, or within 30 days of making such jukebox(es) available for public performance, will not be eligible for a license agreement for the balance of that calendar year and the next calendar year.

The agreement will allow jukebox licensees to publicly perform all of the works in the repertories of ASCAP, BMI, SESAC, and the more than 40 foreign societies with which the United States performing rights organizations have reciprocal arrangements.

Barry Knittel, ASCAP's director of licensing, says the 18-month negotiations proved lengthy because of the disparate interests of the parties involved.

"Every point was a sticking point," he said. "Like my dad once told me, 'The sign of a good deal is that neither side is all that happy.' On the music side, each of us—ASCAP, BMI, and SESAC—is very different in our operations, even though we all deal in music. We had to act as one

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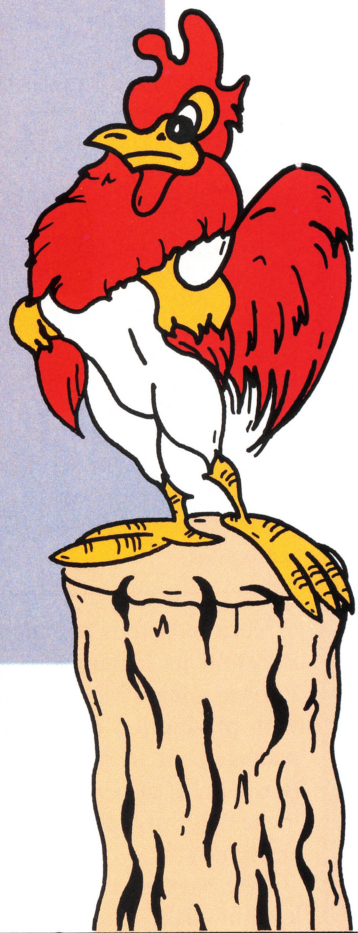

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in dealing with the jukebox people; hammering out an agreement that all could live with caused the negotiations to take so long. It was like an enormous jigsaw puzzle, with everyone trying to fit the pieces together. Hopefully the new agreement will lead to greater compliance and a stronger jukebox industry.''

This restructuring of jukebox licensing—switching to direct licensing instead of compulsory fees—offers operators the opportunity to pay less, depending on their compliance.

''That's the key to this agreement,'' Knittel said. ''The greater the compliance, the greater the reduction in fees. With a big compliance push early on, in 1990 and '91, the fees could be driven very low. That's the carrot being dangled before operators for greater compliance.''

Another ''chip'' given by the rights organizations' side, Knittel says, was the amnesty plan. ''We won't chase after jukebox operators for past noncompliance, provided they meet the agreement's criteria,'' he said. ''Our hope is that more jukebox operators will comply in the future because of this.''

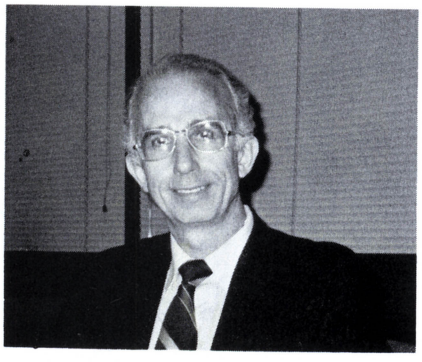
AMOA past president Wally Bohrer was instrumental in organizing hearings a few years ago that addressed the problem of potentially sky-rocketing copyright fees. The numbers hammered out in negotiations with the performing rights organizations are ''almost to a 'T' what we asked for in those hearings,'' he says.

''I wouldn't consider it a *great* deal for anybody, but it's the best we could do,'' Bohrer said. ''It was a hard agreement to work out; those people are tough negotiators, but good. I'm happy that we were able to get the amnesty program and the money for jukebox promotion. Also, the guys with 80 to 100 jukeboxes will save between $800 to $1,400 a year. Those were the people we were fighting to protect the most, not the ones with one or two jukeboxes.''

The jukebox promotion clause calls for the performing rights organizations to provide the following amounts from the jukebox license agreement revenues for 1990 through 1993: $75,000 for 1990, $75,000 for 1991, $65,000 for 1992, and $50,000 for 1993. The money is to be used to promote the performance of music on jukeboxes. A Jukebox Administration Committee will determine, by majority vote, how to disburse the money to accomplish this purpose.

Bohrer encourages operators to ''find individually owned boxes and turn them in. Every box we get licensed means more in terms of fee reductions.''

Merit appoints Bonatelli, Del Casale



Louis Bonatelli

George Del Casale

Merit Industries has appointed Louis Bonatelli its manufacturing manager. Prior to joining Merit, he was involved with production and quality control management in military electronics. Bonatelli has also been heavily involved in the fields of medical and commercial electronics.

''We have always maintained a high level of quality and expect to raise that level even higher,'' he said. ''We will try to eliminate any nuisance problems that have surfaced in the field and increase the reliability of Merit's products.''

Merit has also appointed George Del Casale as the new quality assurance manager. He has 30 years of experience in the electronics industry, including stints with such companies as Unysis Corporation, General Electric, and United Aircraft Corporation. Del Casale will be directly responsible for the quality assurance of all Merit products.

''The employment of George Del Casale as a professional, experienced in high-level quality assurance management, emphasizes our determination to banish complacency and establish quality as the number one concern of every company member,'' said Don DeVale, Merit vice president of engineering.

7-Eleven operators safe—for now, anyway

The pending acquisition of the Southland Corporation by Japan's Ito-Yokado/Seven-Eleven Japan Ltd. will not affect the corporation's policy of allowing video games to be operated in the stores, according to Don Cowan, spokesperson for Southland's corporate communications department.

Ito-Yokado holds a majority interest in Seven-Eleven Japan Ltd. The latter operates 3,940 stores in Japan, making it the largest licensee of Southland Corporation. Cowan says the restructuring plan must first be completed, then approved by stockholders, before the acquisition can take place. If and when it happens, Ito-Yokado/Seven-Eleven Japan will be the majority owners.

''No changes regarding video games are expected,'' Cowan said. ''It's been made clear that the day-to-day and marketing positions of the Southland Corporation will remain the same. Of course, things could change in a few years, but for now, the policy is for things to stay as they are.''

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GaMCO fills post

GaMCO International, a Florida-based redemption and crane manufacturer, has appointed Pat Talmadge to the position of plant supervisor. He was formerly plant supervisor with Doyle and Associates for three years, working both in the Idaho and Sarasota, Fla., facilities.

Said GaMCO director Ron Yaffe, "Pat will be a terrific asset to our company, on the manufacturing level and at industry events. He loves the industry and will have an opportunity to grow along with us."

Zeglin passes away

John Zeglin, an employee at Lieberman Music Co. in Minneapolis, Minn., since 1960, died of a heart attack on Feb. 23. The 69-year-old sales manager had been semi-retired since June 1986; he would come in to work one or two days every week.

"John was a very good friend to me and to our customers," said president Steve Lieberman. "He was a valuable, long-term employee for 30 years. We will miss his advice and counsel from a company standpoint, but besides that, we will miss him as a friend."

Mississippi hoping to legalize pokers

The Mississippi Coin Operators Association (MCOA) is holding out hope that the Legislature will pass a gambling package including video poker machines, a lottery, and horse racing, according to association president John Bell of Bell's Music Co. in Vicksburg, Miss. The Legislature has already passed a bill that legalizes riverboat gambling and off-shore gambling along the Mississippi Gulf Coast.

"They've voted to extend the session, and they may even hold a special session, to find a way to fund a massive education bill that passed," Bell said. "The bill passed without any provisions for how to fund it. We're hoping that video pokers, horse racing, and a lottery will be in the funding mechanism. But you never know what those guys (legislators) are going to do."

Electronic Experience, a "futuristic family fun center" that opened in Dallas the day after Christmas '89, features such attractions as a sit-down bar with video games built-in; a "video wall"; driving games; sports games; novelty pieces; and redemption equipment from the United States and England. The center was opened by United Artists Theatre Amusements of California.

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Dates set for Notre Dame seminar

The first session of Group V of the AMOA-Notre Dame Executive Development Seminar for Continuing Education will be held Nov. 17-20 at the University of Notre Dame in South Bend, Ind. Class size is limited to 40 people on a first-come, first-served basis.

Each Notre Dame seminar is comprised of five two-and-a-half day sessions per group. Sessions are held each fall and spring, for a total of two-and-a-half years of participant involvement. Over 100 operators have already completed all five sessions in Groups I, II, and III. Group IV is still in session.

The program, designed specially for AMOA-member company owners and top managers, is conducted by Dr. Joseph Sequin and other Notre Dame instructors. Based in-part on Notre Dame's executive MBA program, the AMOA program focuses on such management issues as accounting, budgeting, law, finance, marketing, human resource management, strategic planning, and taxation. There are also group assignments, where participants are given a specific "homework" project to complete during the session.

For more information on the AMOA-Notre Dame sessions, contact coordinator Randy Chilton at (316) 262-3538.

Worldwide named

Midway Manufacturing Co. has chosen Worldwide Distributors to be its latest authorized distributor of Bally pinball and Bally/Midway video products. Said Steve Blattspieler, Midway vice president of sales and marketing, "The addition of Worldwide to Midway's distribution will round-out a very strong network in the Illinois territory. We welcome them aboard and look forward to a very rewarding future."

Python Anghelo, a game designer at Williams Electronics, stands outside the church after marrying his bride, Aurora. Said Python, never at a loss for interesting quotes: "The Sleeping Beauty has hitched the Dragon."

Ohio leaders meet at conference

Twenty-six of Ohio's coin-op industry leaders met in late February for the Ohio Coin Machine Association's (OCMA) 5th Annual Leadership Conference. The two-day session, themed "Synopticon II: Into the '90s," featured an open and honest exchange of ideas.

Among the topics discussed were legislation, benefits of OCMA membership, selling routes, location contracts, and gaming devices in Ohio. The speakers included Jim Benfield, executive director of The Coin Coalition; Phil Benson, chairman of AMOA's Truth In Amusement Committee; John Hall, director of the Ohio Department of Liquor Control; and state Rep. Patrick Sweeney, chairman of the House Finance and Appropriations Committee.

For more information on the OCMA, contact Judith A. Martin, OCMA, 2011 Riverside Drive, Suite 450, Columbus, OH 43221-4025; (614) 486-8677. □

Jim Hayes (far right) chaired one of the three groups assembled during OCMA's "Synopticon II."

OCMA president David George (l) and John Hall, director of the Ohio Department of Liquor Control, address the many questions regarding the state's liquor laws and their impact on the coin machine industry.

Florida

An arcade in Seminole County is facing possible public nuisance charges from the state, which would lead to its closure. The Electric Avenue arcade was kicked out of the Seminole Centre shopping plaza last summer because other merchants voiced the usual complaints: noise, fighting, and traffic.

In December 1989, owners Scott and Don Fyock re-opened the arcade in a former convenience store. But, again, their neighbors raised a stink. One man, who lives about 150 yards from the arcade, said, "You can be inside your house, with the windows shut and TV on, and still hear them raising hell. They've been nothing but a headache since the first weekend they were open." According to another man, "We had a quiet neighborhood before. Now it's just one drag race after another."

Scott Fyock said the arcade didn't ruin the neighborhood, adding that young people roamed the streets there long before Electric Avenue opened. He will fight any efforts to move the arcade, which could happen if home owners file a petition complaining to the state attorney's office.

"I have a right to be here, and the kids have a right to be here," Fyock said.

Louisiana

State Rep. Alphonse Jackson has submitted a bill on behalf of the Louisiana Amusement and Music Operators Association (LAMOA) to legalize video poker machines. Under the bill, winning players would get voucher tickets redeemable for cash or merchandise from the location where the game is located.

The proceeds would be divided as follows: 45 percent to the poker operator, 40 percent to the location, six percent to the state, six percent to the parish, two percent to the local school board, and one percent to the local sheriff's office. The State Police would be in charge of regulation.

The bill would allow the machines to be placed in establishments that are licensed to serve alcoholic beverages for consumption on the premises. A player could insert as much as $2 during the game to improve his odds of winning. Also, the bill limits the number of video poker games to five per bar, but there is no limit on the number of machines allowed at race tracks, off-track betting parlors, or charity bingo establishments.

"We tried to get a bill through when the Legislature met in regular session last year," said LAMOA vice president David Goudeau of Gerald's Amusement Machines in Lafayette, La. "But the governor didn't want to hear about anything but fiscal reform, so the bill never got out of committee. In the six-day special session called later, the bill got around 40 votes, but there wasn't enough time to get it through.

"I think this is the best chance the bill has had in the last two or three years. The state needs revenue badly, and video pokers are a great revenue source that are already out there, right under the state's nose. Gov. Roemer has indicated point-blank that if a riverboat gambling bill makes it to his desk, he'll sign it. This tells me he'd consider a video poker bill just as strongly."

Goudeau says the association is going to provide a fiscal impact study for pokers, based upon the successful numbers coming out of Montana and South Dakota. A conservative guess is $30 million for the first year, he added, based on the state's size and love-of-gambling heritage.

Ohio

The Ohio Coin Machine Association (OCMA) will sponsor the 16th Annual Exposition of Music, Games and Coin-Operated Equipment on May 18-19 at the Ohio State Expositions Center, Rhodes Building, in Columbus. Titled "Expo '90—On Target," the event is expected to be the largest one to date, according to expo chairman Ron Rentz of R & Z Vending in Dayton.

This year, for the first time, OCMA will be conducting a state-sponsored electronic dart tournament during the expo. A number of OCMA members will be sponsoring players and sharing stories of how they run successful tournaments in their locales. Over 120 players are expected to compete for $3,000 in cash, trophies, and the title of "OCMA State Champion." Said Rentz, "The tournament will be an excellent way to show other operators how to market and promote their location dart games."

Among the educational seminars scheduled is "CD and 45 Jukeboxes—Now and the Future." Panel participants include record label representatives and jukebox manufacturers. The free seminar runs from 9:45 a.m. to 2 p.m. on May 18. Another management seminar, "Successful Route Management," and a technical seminar, "The Best in Pinball Basics," are set for the next day. The latter will feature representatives from Williams/Bally, Premier, and Data East.

For more information on the preceding events, the evening entertainment, or the expo golf tournament, contact Judith Martin, OCMA Executive Director, 2011 Riverside Drive, Suite 450, Columbus, OH 43221-4025; (614) 486-8677. □

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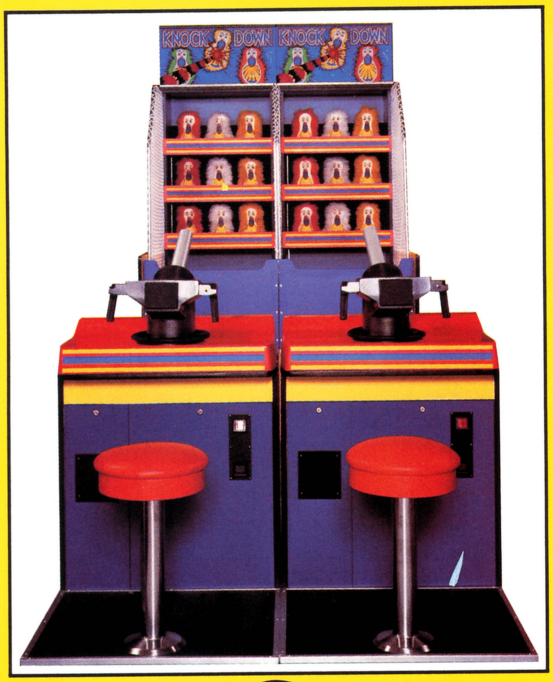

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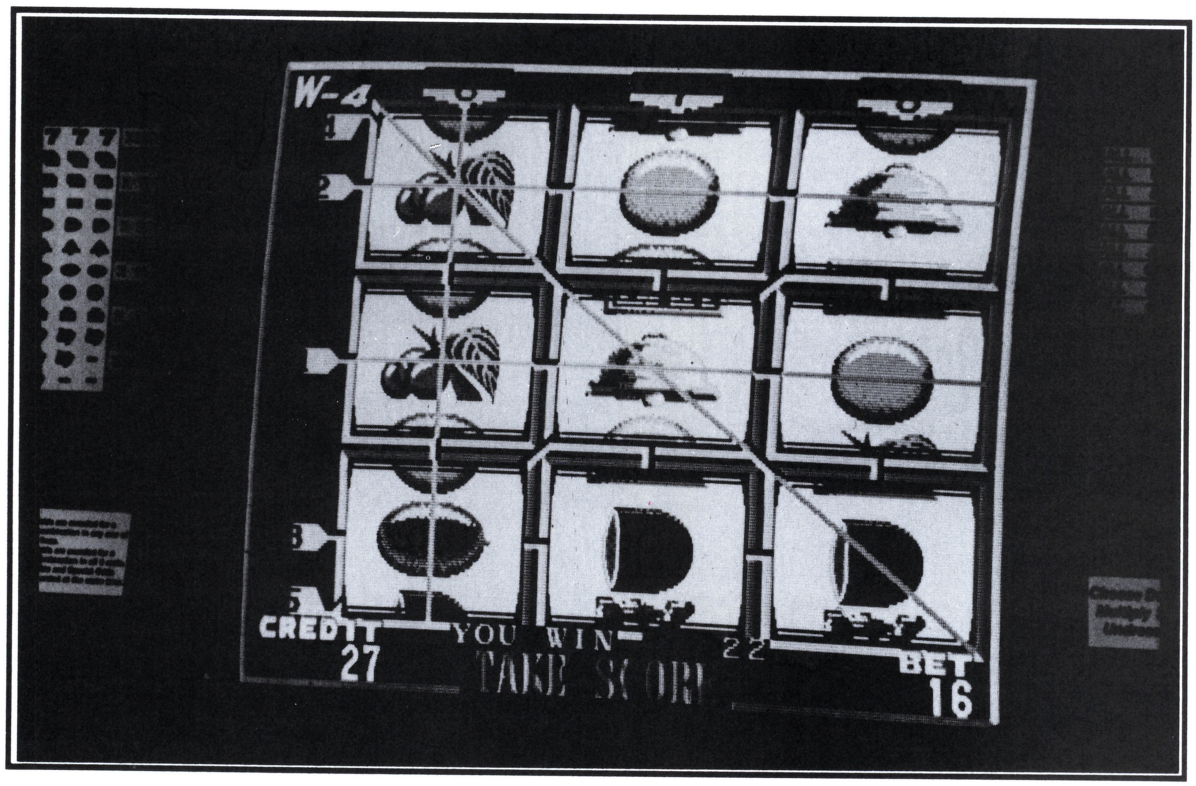

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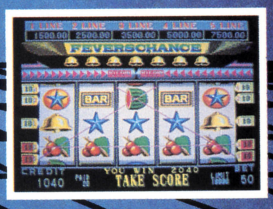

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Christopher Caire

Has consumer-game technology caught up with coin-op?

Question to an operator: What's the main reason your revenues are in a prolonged slump?

Answer: Home games.

Question to the same operator: What's the greatest threat to world peace and the environment?

Answer: Home games.

A poll of operators would likely elicit the first answer. The second response is obviously an exaggeration, but it is used to illustrate this point: many operators, be they right or wrong, are convinced that consumer games are coin-op's Black Plague.

Taken a step further, they are angry at manufacturers who have both coin-op and consumer divisions, charging that their research and development is geared toward the home first, coin-op second. The proof of this, operators say, is in the proverbial pudding—consumer game technology is nipping at the heels of coin-op, threatening to surge ahead unless swift action is taken. Some have gone so far as to say that coin-op is already behind.

A view from both sides of the fence

Has consumer game technology caught up with coin-op? We posed this to question to Joe Morici, vice president of Capcom USA's consumer division. Morici started out in coin-op with Universal USA, manufacturer of the early '80s hit, *Mr. Do!*. He then worked in distribution for Bally Advance (now C.A. Robinson) in San Francisco. In 1985, Morici left for Capcom; he's headed up the consumer division since its inception in early '86.

Joe Morici

"I liken this situation to that of the movie industry," he said. "People still go to the movie theaters, but they also rent movies for viewing at home. Games come out for coin-op first, which drives up their demand for the home market. But I disagree with operators who think that home games are taking away from the business; they support the business.

"As far as technology is concerned, I don't think consumer games are as sophisticated as coin-op's yet," Morici continued. "However, I think the next go-around, with the 16-bit technology that's just starting, probably could get pretty close to rivaling the coin-op games of today. But I know Capcom is working on a more advanced system that's twice as good as the 16-bit. That should propel coin-op even further ahead of the home market."

Morici says people should realize that home games are simply a part of the big picture, the overall marketplace, along with video games, pinball machines, redemption pieces, and so forth. It's simply that one segment—home games—are hotter now than the others, he believes.

"Again, I compare it the movie industry, or the record industry, which have 'hit' syndromes," Morici said. "But operators and distributors would like to blame everything that's happening in coin-op on the manufacturers. It's a combination of things; I don't necessarily think anybody is at fault. You just can't do what you did six or seven years ago, or even two years ago, and expect to make money in this marketplace."

What of the complaint that too many manufacturers are depending on revenues from the consumer market to finance their coin-op R&D efforts, that consumer R&D dollars come first?

"Everything has its cycles," Morici said. "Nintendo is obviously on an 'up' cycle right now with its NES, while coin-op is in a flat cycle. Sure, it's probably true that more money is being directed at the home market right now, but that's the business world. It's a profitable market at this point, but once the cycle goes in the other direction, more money will be devoted to coin-op. That's consistent with this industry's history.

"Home games are just another form of entertainment, along with coin-op games or the movies. Some days people want to play games on their TV sets; other days,

they want to get out of the house and play them in an arcade. It's just a matter of having a choice of where to get your entertainment: in the home or outside of the home."

Morici thinks that the relationship between consumer and coin-op need not be adversarial. To the contrary, he says, it can be a mutually satisfying co-existence.

"I think the two complement each other, to be honest," Morici said. "My history is working with Bally Distribution in the early '80s. I was on that side of the marketplace before coming over to consumer.

"Nintendo has been very intelligent," he continued. "They create demand and fill it, but they don't over-fill it like Atari did in the past. As high-definition TV becomes better and better for the home market, the technology is obviously going to improve along with it. But right now, the technical ability of coin-op is far superior. The Nintendo hardware system is only an eight-bit system; it isn't the most sophisticated thing in the world. But you can make very good games for the capacity that it does have."

Capcom's coin-op division develops eight to 10 games a year, Morici estimated. If the consumer division appears to be getting more attention, it's because more people are being hired there, but there haven't been any R&D staff reductions in coin-op, he says.

"The consumer side is simply expanding, and I think most of the intelligent companies are doing that," Morici said. "Most of the successful Nintendo companies (NES software licensees) are Japanese; they do well in the coin-op and consumer markets. Our company is dedicated to building good coin-op games, but at the same time, the profitability of consumer games is undeniably substantial."

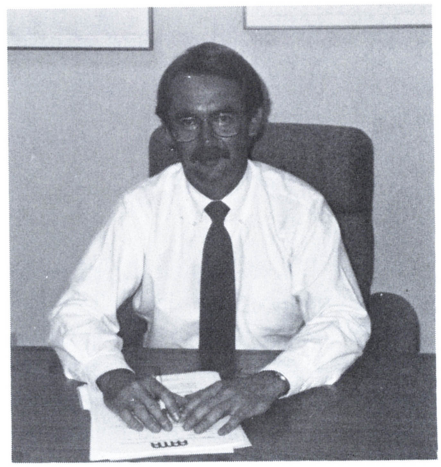
Morici concludes that those involved with coin-op should look at how they run their own operations before bashing the consumer market.

"Everyone needs to become a better manager—operators at the street level, on up to distributors and manufacturers," he said. "I'm not saying we manufacturers are stellar in everything we do. But the consumer market is going to motivate those in coin-op to manage things better and be more professional. As consumer technology gets better, coin-op will get better. It will have to."

Some thoughts from SNK

Paul Jacobs, president of SNK Corp. of America, believes that while home games have improved, it cannot be claimed that the technology is on par with coin-op.

"Certainly the improvement is great, compared to the Atari days of the early '80s," Jacobs said. "Still, the graphics and memory capability in coin-op games are far superior. Going through the technical numbers would verify that. We just came out with the *Neo-Geo* system at ACME. The technical ability of this system, as compared to conventional PCBs used in the coin-op field, is six to eight times greater. Yet the conventional PCBs remain superior to what you can play at home."



Paul Jacobs

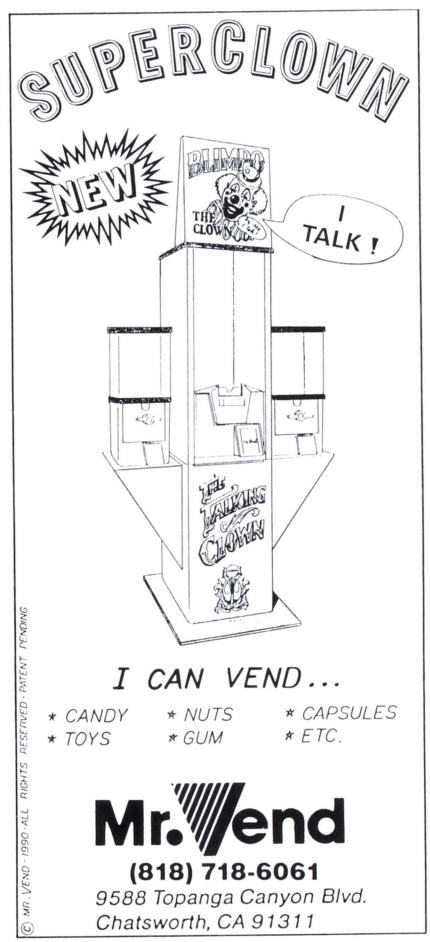
Jacobs, like Morici, thinks it's foolish to expect manufacturers to turn their heads away from the profits offered by consumer game sales. On the other hand, he doesn't agree with the premise that consumer R&D gets more monetary attention than R&D for coin-op.

"As far as all of the money being in consumer, I don't think anyone can deny that the volume of business to be had is greater in the consumer marketplace," Jacobs said. "But in SNK's case—and most Nintendo licensees' cases—we usually begin by developing a coin-op game. That's our first step, because it is the business we've been in and known for many years.

"If that coin-op game is successful, we will then translate it for use on the NES," Jacobs continued. "It's prudent for us to do that, because frankly, the dollars are there—both in revenues and profits. Those profits go back into development for the next coin-op game, not necessarily for development of the next Nintendo game. We cannot pass up the opportunity to take advantage of this gigantic marketplace. As a business decision, it would be very imprudent."

Only two of SNK's 14 previous consumer titles have been specifically designed for the NES, Jacobs says. The rest were translations from original coin-op games. SNK and most other Nintendo licensees proceed this way, other than those without coin-op ties, he added.

"We haven't altered our strategy,"



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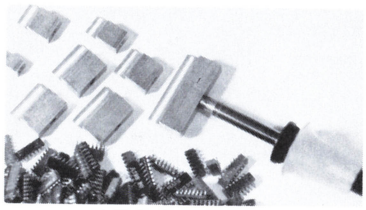

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Jacobs said. "We've just invested massive amounts of money in our *Neo-Geo* system, which shows that our thrust is still toward the coin-op format. Technology is evolving all of the time. Quite frankly, the product available in the coin-op market is absolutely better than it's ever been.

"Why is the operator experiencing problems? Most operators are street operators, and manufacturers have been remiss in addressing their needs. SNK, and many other manufacturers, are arcade-oriented. The games that our engineers are used to designing are youth-oriented, which means arcades. The income is down at the street levels because there hasn't been a good street piece made in a long time; maybe there will be soon. It isn't because of the home market, which doesn't draw children away from bars. They aren't there in the first place.

"Eighty-five percent of our readers say they still go to arcades, despite what's available to them at home."

"Also," Jacobs continued, "I don't feel that arcade income is down. The home market hasn't hurt arcade operators; they're healthier than they have ever been. But home games have greatly affected the convenience stores. They are finally feeling the hurt of home games, because home games have reached a large saturation point. The kids that used to go to the convenience stores would walk a block or two from their houses to play a game. Those kids have the NES in their homes. They don't have to make that walk now, what with a vast array of entertainment at home. This has been a great effect; there are a lot of c-stores in this country."

A common operator remark heard at trade shows is, "There wasn't much to see. The manufacturers haven't come out with anything new again." Such talk makes manufacturers bristle, and Jacobs is no exception.

"I get a bit irritated when I hear comments about a lack of innovation all the time," he said. "We would love to have the operators of America get together and write down the type of piece they want. It would be nice to get a consensus of opinion, rather than the statement, 'I didn't see anything new.' Tell us what you want! If they gave us a list, frankly, we'd go into the lab and start to do it. Nobody is trying harder than us; that's how we make a living."

Indeed, no one can fault SNK for falling behind technologically. Among the advancements in its *Neo-Geo* system are up to 64 megabytes of game ROM storage; a fast 16-bit main microprocessor that allows game software to be executed up to four times faster than conventional video game hardware; the ability to display and independently scroll three different background video screens, which creates 3-D effects; the ability to store up to 65,536 16 x 16 pixel background characters in the eight-megabyte character ROMs; and the ability to display 4,096 colors at one time, from a palette of 65,536 total colors. (According to Jacobs, most coin-op hardware can only display from 64 to 512 different colors at the same time.)

"Every game for this system has been newly developed as a coin-op game," Jacobs said. "The titles have never been on any home system before; they're coin-op games. The games are played on lives, not on time like home game formats. We've done our homework on this project, which has been in development for two years. But the greatest homework we have to do is create good games for the system. We admit the fact that you can have the best technology in the world, but it means little without top games.

"If the operator says we're not making anything superior to home games, that's nonsense. We're manufacturing product that is not only superior to home games, but exceedingly superior to the normal coin-op hardware already available in the field. We're trying to make the best possible coin-op equipment that the operator can buy."

While coin-op may be mired in a slump, Jacobs says, the cycle will again turn, leaving coin-op to reap the rewards now being enjoyed by the consumer market.

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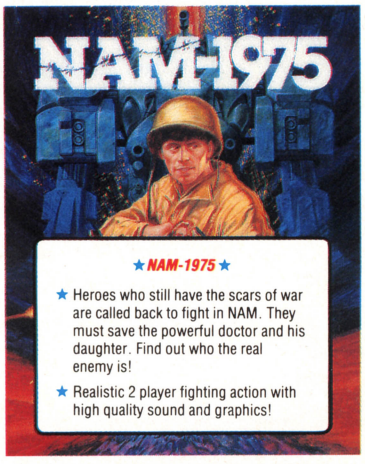
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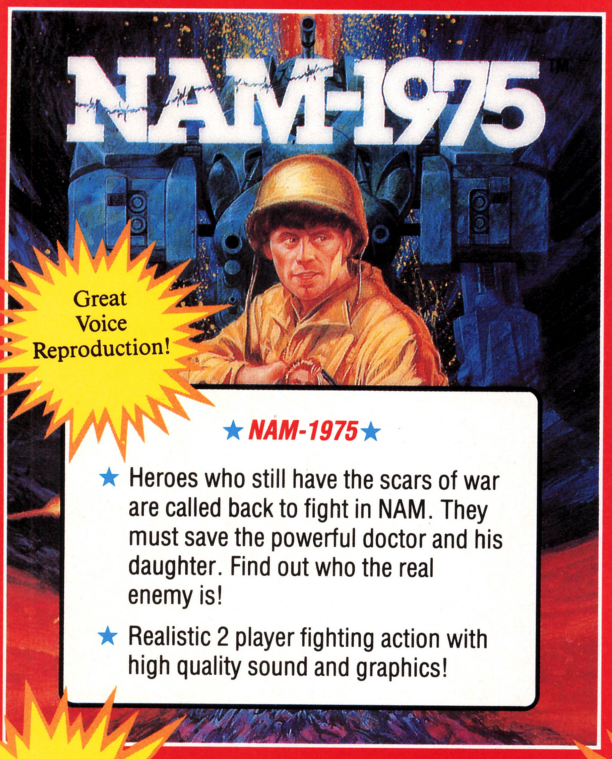

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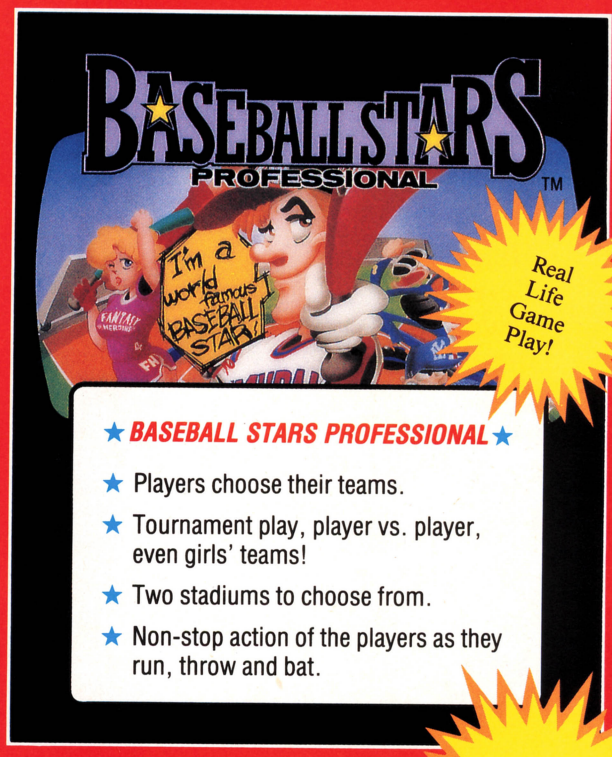

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- ★ Players choose their teams.
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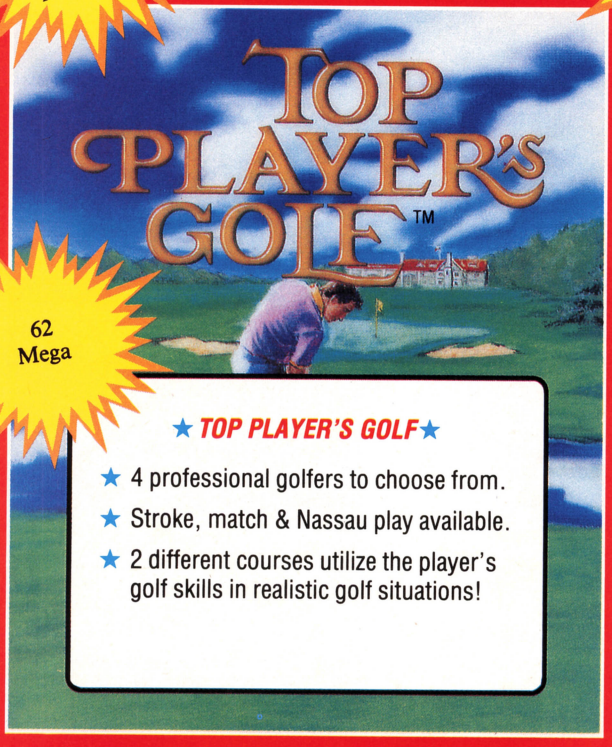

62 Mega

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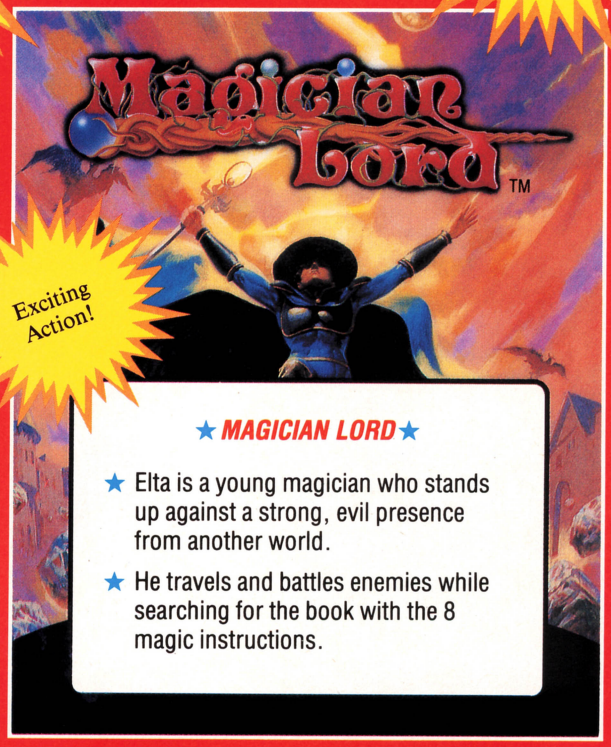

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"Nintendo has been great to our company and a lot of companies," he said. "It's been a very profitable relationship for us, a great experience. But Nintendo will have its life-run like everything else does. Right now it's hot, but eventually new technology will come out. They'll have to do something to maintain the marketplace. The kids will migrate back to the arcades and locations; it's a natural progression.

"We cannot pass up the opportunity to take advantage of this gigantic marketplace. As a business decision, it would be very imprudent."

"We're going through a coin-op slump that's extended longer than we'd like," he concluded. "Since the AMOA show in '88, this has been a really rough business. I don't see things improving overnight. It will be rocky through 1990; only the very best equipment will sell. But I don't think it'll be in the doldrums forever. Coin-op has been around for a long time, and it will stay with us for a long time to come."

Ballouz: there's hardly a difference

Fabtek president Frank Ballouz, who also heads-up Irem, disagrees with Jacobs in that he feels consumer game graphics *have* caught up with those in coin-op.

"I wouldn't say that coin-op technology has been totally neglected, but the quality of graphics in some products—particularly Sega's *Genesis* and NEC's *Turbo-Grafx-16*—equals, and in some cases surpasses, coin-op graphics," Ballouz said. "The 16-bit machines are powerful and hold a lot of memory. I think in many cases, if you covered up the cabinets and just showed the TV monitors, a player and/or operator would have a hard time differentiating the graphics in the arcade cabinet from the graphics on the screen of a consumer game.

"On the other hand, look at Sega's simulator-type games, or Atari's *Hard Drivin'* or *S.T.U.N. Runner*. You can't get anything like this at home. So although I'd say coin-op may have fallen a little bit behind, there are companies that are looking to move forward and take things to the next level."

How can coin-op have fallen back? What about the fact that consumer is eight-bit technology, a level of advancement inferior to coin-op technology?

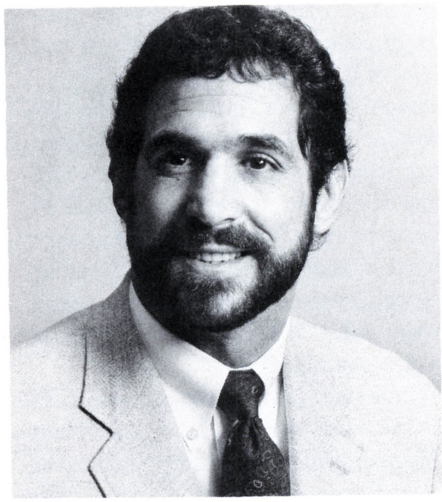
"That may be right, but I don't care how many bits and memory a coin-op game has," Ballouz said. "Ninety-nine percent of the consumer games out there are similar, if not identical, to coin-op games. Those who think consumer is the Chevy and coin-op is the Cadillac are only fooling themselves. That may be true in some instances, but not the overwhelming majority of the time. Sure, Nintendo's eight-bit system doesn't compare to coin-op; there's the Chevy versus the Cadillac. But put Sega's *Genesis* against coin-op. Then you're comparing a Lincoln to a Cadillac."

Those manufacturers with both coin-op and consumer divisions must be more careful with their consumer release dates, Ballouz says. Too many of them release titles too soon after they've come out in coin-op, causing operator animosity.

"The manufacturer has a responsibility to the coin-op industry, the distributor, and mostly, to the operator," he said. "A manufacturer *must* control the release of its coin-operated product into the consumer market. Personally, I introduced *Cabal* in the fall of 1988. It won't hit the consumer shelves until the third quarter of 1990. I held it off an extremely long time, probably longer than was needed.

"I'd say a reasonable waiting period is nine months to a year," Ballouz continued. "It gives the operator an opportunity to generate the money back that he put into the game. But you don't want to wait too long, because if you're in with the right product and the right company, they are going to advertise it on TV. If that consumer product is still in the arcades, some of that advertising is going to benefit the coin-op end as well."

Ballouz says it should be kept in mind that many coin-op companies have recently had to rely on consumer market sales for their very survival.



Frank Ballouz

"Many of the coin-op factories, whether they want to admit it or not, would not be around today without consumer," he said. "Some of the companies—I wish I could say the majority of them—that are benefitting from consumer profits are putting the money back into coin-op R&D. The main examples are Capcom, Konami, and Sega. They aren't sitting still, giving out some 'me-too' product on the coin-op end. They're trying to put some dollars back into coin-op, because bottom-line, we all know that there will always be a coin-op industry. Who knows how long the consumer industry is going to be around?"

"Those who think consumer is the Chevy and coin-op is the Cadillac are only fooling themselves."

Coin-op manufacturers should do their best to give the consumer player something good, but not *as good* as what's offered to coin-op, Ballouz feels. In keeping with the idea that coin-op players must be fed new, fresh product to keep the edge over consumer, Fabtek is looking at innovations on par with the twin trackballs of *Cabal*.

"On the Irem side—which is substan-

tially larger than Fabtek—we've got some new games on the horizon," Ballouz said. "We've taken a look at some of the 3-D technology; it was exhibited at the CES show, but at a booth not related to coin-op. Irem has a good, strong R&D development group, but they've had no U.S. influence or input. We at Fabtek are going to give them that American input. Hopefully product will be developed that's geared to our market. We're certainly trying to be on that leading edge."

While it may be a noble gesture on the part of those manufacturers who pump consumer profits into coin-op R&D, is it not a dangerous situation to have them relying on consumer, rather than vice versa?

"Right now, the technical ability of coin-op is far superior to that of the consumer market."

"I agree; it's a scary situation," Ballouz said. "Who's to blame? It's a vicious circle. You can say the operator isn't making as much money as he was because of the home market, therefore he isn't buying. But on the other end, the manufacturers have to get their revenues from somewhere. Therefore, they're taking from Peter to pay Paul, or taking income from the consumer side, putting it back into R&D for the operator, and trying to get to the next level. Some factories are making the quick dollar. Others are being responsible, making the responsible dollar. By that I mean companies which look to the long-term future of coin-op.

"But revenues on the coin-op level just don't compare with what can be made in consumer," he continued. "The scariest thing today is a game like *Teenage Mutant Ninja Turtles*, for example. Look at the income it generated and its price. *Turtles* was *so* reasonably priced by Konami that, sorry to say, some distributors took advantage of it and gouged the price because of the limited supply. Let's say the operator was gouged $500 by the distributor. The bottom-line, though, is that's less than one week of earnings on *Turtles*. What's scary is that even though it's had weekly earnings of, very conservatively, $500, Konami will be lucky to sell 20,000 *Turtles* worldwide. This tells you where the business is today."

While waiting for the tide to turn, operators can do their part by being more aggressive, i.e., running tournaments, running promotions, getting some publicity through charitable work, and so on, Ballouz says. They cannot depend on simply placing games in locations and waiting for the coins to roll in.

"Operators can't afford to wait two or three years for the dollar coin," he said. "They have to raise prices themselves. Just about every game today can be run on 50 cents per play, two plays for 75 cents, three plays for $1. We manufacturers have to make sure that our future games can be programmed for that 50-cent play. I realize this isn't the case for *all* games; all games aren't good games. But even if an operator gets half the play on the good games, by being on 50-cent play, he will make the same money with half the wear-and-tear on his equipment.

"Also, the operator has to get a better split than 50-50," Ballouz continued. "He has to tell the location, 'Guys, I can't afford this!' Then the location is only getting 40 percent, but the operator must prove to the location owner that he'll be getting better and newer equipment and some promotions to attract people into the location. The operator isn't just a vendor who plops equipment down. He is a partner with that location. If run properly, that location owner will have a big money-maker on his hands. He will have the revenues generated from the games, plus the extra revenue from that tournament run on a dead Tuesday night."

In conclusion, Ballouz stressed that operators should not refuse to buy product from *any* manufacturers, period, simply because of dissatisfaction with the consumer market. That would be punishing everyone for the actions of a few, he says.

"Operators have to gear their buying patterns toward the manufacturers that they know will either put the money back into coin-op R&D, or more importantly, protect them with their consumer releases," Ballouz said. "The operator has to buy. He has to support the manufacturers who are doing their jobs responsibly. Those manufacturers who don't want to play both ends—coin-op and consumer—fairly should either get the hell out of coin-op or get the hell out of consumer; make a choice. But it can be a happy marriage. The two can co-exist if managed properly."

Need for scheduling

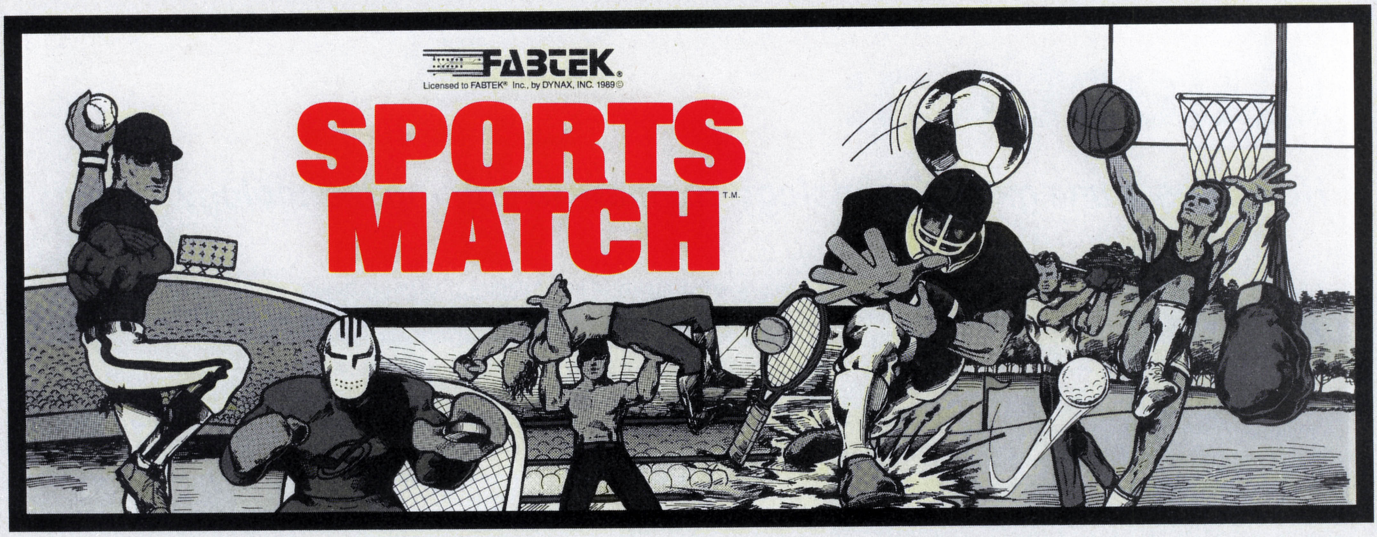
Andy Eddy, executive editor for *Video Games & Computer Entertainment* magazine, believes the home market does not have to be a threat to coin-op. One does not have to perish for the other to thrive.

"The coin-op and consumer markets can certainly co-exist, but there has to be a coordination of release schedules," he said. "When videocassettes came out for the home, the motion picture industry feared that people would stop going to the theaters. But the two sides got together and worked out a scheduling window that each is happy with. The same needs to be done in coin-op, so that a game isn't released to the home at the same time or before it arrives in the arcades."

"Home games haven't hurt arcade operators, but convenience stores have been greatly affected."

Eddy says that while NEC and Sega have advanced the technology available to the consumer market, it hasn't gotten to the point where players bypass the arcades because of it.

"Eighty-five percent of our readers say they still go to arcades, despite what's available to them at home," he said. "A player is a player. He enjoys games wherever they are. If a coin-op game is down in popularity, again, I think it's because of a scheduling problem. I don't think the consumer market has caused any polarization of players. If the people in coin-op work together instead of fighting one another, we could have successful coin-op *and* consumer markets." □



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Question:

How does home game technology compare to coin-op technology?

A **David Abbott**
Triple A Amusement Inc.
Henderson, N.C.

That's a tough one. I think that the new home technology is very compatible with coin-op. I've seen improvements in coin-op with the new chips; they give the coin-op games decent graphics. But home technology seems to be right on our heels. As soon as we see an improvement, the home market comes out with the same thing. I'm not that familiar with the new home units, so there may be things I'm not even aware of in the home market. I do know that the manufacturers need to give us a chance with the games before they come out with the home. Why couldn't they give us at least six months lead time, especially when we are paying $2,500 to $3,000 for dedicated games? We are doing OK in arcades, but the street locations are suffering because of home games. I think people still go to arcades because of variety, but we have to rotate games so often in street locations. There is nothing worse than proudly installing the latest coin-op game and having a customer say, "Oh, I have that at home already."

Nintendo did give a good lead time on *Mario 3*. I noticed the difference in collections, since it wasn't out in the home. Although it was an inexpensive game, it had longevity that it wouldn't have had if it was in the home already. If one manufacturer can do it, I think they can all be a little more conscious of our predicament.

I understand that the home market is a big industry; I don't blame manufacturers for going after it. However, if the manufacturers can't give us six months lead time, then they could charge us less for the games. We are steering towards redemption because of the downturn in videos. The return on investment is not as quick, but it's more solid. It's bringing the people into our arcade to play video that may not come in just for video. Operators are going to have to find ways to supplement their video game income.

A **Bob Havey**
Lyla Corp.
Burlington, Vt.

There is nothing yet for the home like arcade games. But the home technology is getting better and better, as it sells more and more. The more they improve the quality of home games and offer players more games to bring home, the more it hurts our locations. A home game is not quite as good as far as overall play ability and quality, but they're catching up. Kids want all these new things they come out with and parents are buying them. I don't keep up with home other than what I see advertised on TV. Coin-op is our business, and it's frustrating to see a game advertised for the home that I just bought for our arcades. I know that we have cut our buying because of it.

Manufacturers are not giving us enough time between the arcade version and the home version. We should have at least six to eight months. A year would probably be better, but I'm saying eight months because it probably isn't even three months now—anything would be better.

Introducing the home game so soon forces us to jump right on buying a new game; if we wait, it's out in the home. It's an ideal situation for distributors and manufacturers but not for operators. We can no longer wait to see how the game does on test and then make a buying decision. Some operators I know are refusing to buy right away. It will get to the point where the manufacturers will release the coin-op and the home version at the same time. Obviously, coin-op is our business, but we will start focusing on other types of markets where we can operate things like jukeboxes, pool tables, darts, etc. Video will no longer be the focus of our businesses.

A **John Speers**
Winnebago Coin Inc.
Fond Du Lac, Wis.

Home technology is not quite as good as coin-op graphically and play-wise, but it's getting awfully close. My kids have a home system. I watch them play and realize how close it's getting. They get games at home before we put them out on location. They can practice playing and get good before they have to put a quarter in the game. I don't do much buying of video games anymore. I buy very few. It's hard to spend that much money for a game knowing that the longevity is not there. We have been concentrating on the staples—darts, jukeboxes, pool—things like that.

I don't even know if it would help if manufacturers waited longer to release the home game. I talk to other operators and none of us are buying a lot of video games. I'll stay away from locations that have mainly video. I like to have the staples—I'll put the video if I have to, but I don't push it.

Video will always be around and there will be a place for it, but I can't see the prominence that video has had in the past.

A **Don Clayton**
Putt-Putt Golf & Games
Fayetteville, N.C.

There is a very precise, clear answer: the software folks have made a very simple business decision. If they design a fine software and know it will be a fine game, they have two market potentials. The first is coin-op. But there are only so many people putting out games. If they sold 100,000 coin-op games they would be thrilled. But if they go to the home market, they have 13 million potential customers. So they're supplying the market that exists.

At the recent ACME show, we saw five games that were fair, two that were good, and none that were outstanding. Right now there is a drought of games; there's a desert where there used to be a rainforest. We don't have the options we had just a few years ago. Now we have to go to driving games, big splash games—things players can't do at home. Buying power is deviated because the home market is far in excess of coin-op. In the home market they can even resurrect games. *Dig Dug* was a great game when it came out. Now a player who wasn't even born when it came out can enjoy it. There is a genuine threat to coin-operators. That is the reality of the industry. There are 13 million locations, and that's the home.

What is that doing to typical coin-op? Routes are off by as much as 35 percent. It's all going to home systems. We are taking advantage of what we know. We are focusing on other types of equipment that we know will be there five years from now. But there is a bright side to this. The home market is educating millions to playing games. Just like everyone can eat at home but like to go out, so will players still enjoy going out to play games. It will be our job to provide places for them to want to go. We will be better off five or ten years from now. The home games will put some people out of business if they don't understand and prepare for change. Eventually it will educate people that will come back to us. □

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Valerie Cognevich

Ric Stephan

Ric Stephan of U.S. Amusement Auctions started operating pinball machines while attending Indiana University. He had games in some bowling centers, which at that time was a big thing. He calls the mechanical pinballs of the time a serviceman's nightmare, because the games were always breaking down. He fell in love with bowling and decided he wanted to join the professional bowling tour. When solid-state pinballs came out in 1976, he sold his business, packed up his ball and went on the bowling circuit.

In 1980 *Space Invaders* had become popular. After getting married and starving on the bowling circuit, he started another route, Stephan's Pro Shop, with only videos—no pinballs. By a fluke, he says, a good friend was getting out of the business with over 600 games he wanted to sell. Ric decided to have an auction at the state fairgrounds in Indianapolis, Ind.

It was such a success that he scheduled a few more. Bill Hughes and Jeff Schwartz were running auctions in Louisville, so they decided to combine their efforts. Now they are holding auctions in about seven states. The auctions are bigger than ever. In fact, Ric calls them mini-conventions. Distributors and arcades run games through them to liquidate excess equipment. They hold about 20 auctions a year, selling a minimum of 400 to 600 games per auction.

Ric got into the pay phone business in 1983. Today he operates about 1,000 pay phones in a variety of locations across the country. He manages his pay phone route by computer. He still operates his route, with his brother-in-law Jeff Wampler running it.

Ric, what is an amusement auction?

It is an auction consisting of coin-operated games and related equipment. In the early '80s, we auctioned a lot of video games, but everything goes in cycles and trends. For example, you had foosball, air hockey, and pinball in the '70s, then video went big in the early '80s.

The majority of the games at the auction are videos, followed by pinballs, jukeboxes, pool tables, and miscellaneous equipment, usually cranes, kiddie rides, parts, dollys, hand trucks, shuffleboards, skeeballs, bill changers, game covers, and odds and ends. We see pretty much anything that an operator could use.

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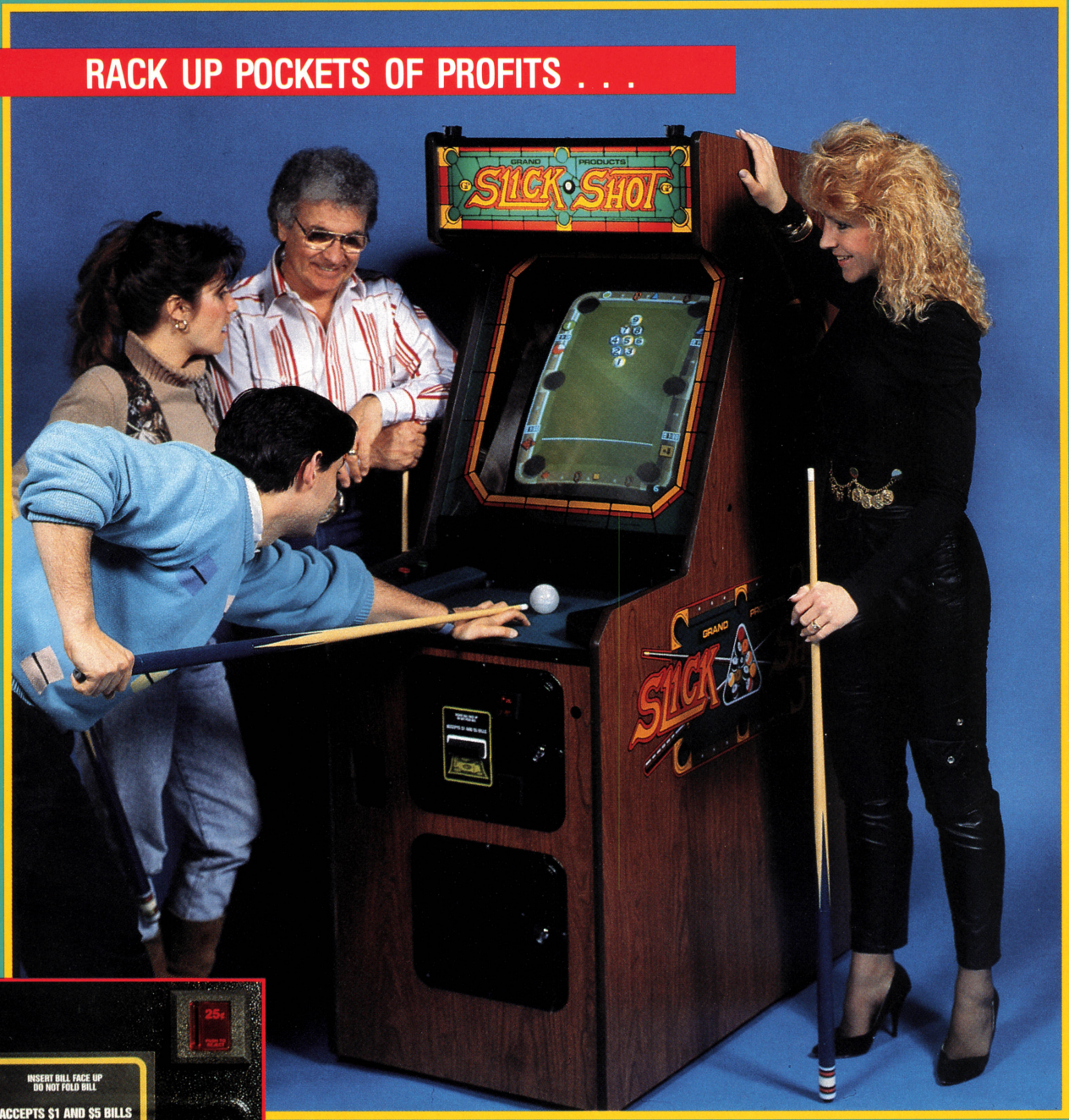

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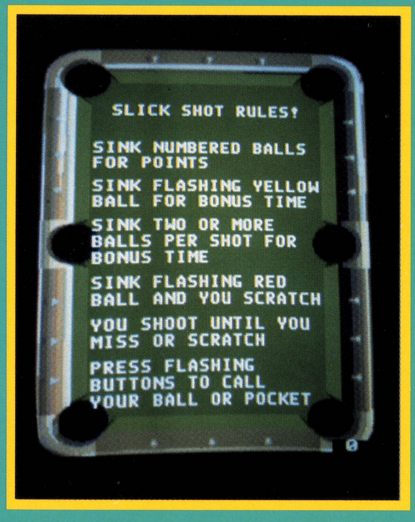
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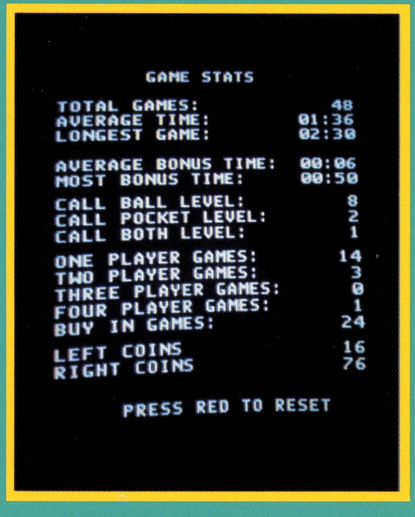
SINK TWO OR MORE BALLS PER SHOT FOR BONUS TIME
SINK FLASHING RED BALL AND YOU SCRATCH
YOU SHOOT UNTIL YOU MISS OR SCRATCH
PRESS FLASHING BUTTONS TO CALL YOUR BALL OR POCKET



- Dollar Bill Acceptor for greater earnings, comes as standard equipment. Also 25 ¢ acceptor.
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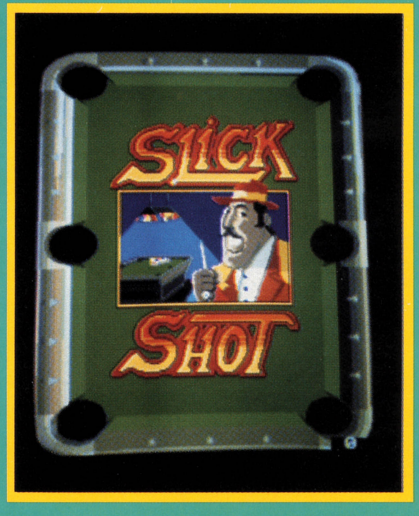

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What has happened in the last few years is that the market has gone more into the homes. A growing percentage of the audience for video games now have home computers and home games. Distributors cannot accommodate all the used equipment.

When an operator has to set five or 10 locations, they can't all be brand new games; it isn't economically feasible. Your return on investment just isn't there. A cost-conscious operator would need a couple of what we call filler pieces—games that everyone still likes to play. Games like *Pac-Man, Galaga*, and *Pole Position* are still popular. An operator can save money buying at the auction, since buying all new games would be prohibitive.

People sell games for a variety of reasons. Perhaps an arcade lost its lease, or an operator may have had an account close. Also, operators sell games to make room for new games that are coming in.

Are there any seasonal peaks in the attendance of game auctions?

Auctions in April and May are very, very hot—large and popular—because operators are setting locations that are only available for the next four or five months throughout the summer. I'm talking about locations such as swimming pools, parks, campgrounds, baseball recreation centers—those type of locations—and therefore you're only in there for five months. It doesn't warrant going out and buying a whole bunch of new games.

And by the same token, when you go into the fall, there are other locations that really don't demand that every piece be brand new. The operator wants to have a good selection for skating rinks, bowling centers, and other winter locations.

Buying at auctions also lowers the cost of the turnover. Operators are always wanting different games. It's amazing the different types of games that are out on the market; games that are introduced on the West Coast don't necessarily get out on the East Coast. An example is a game introduced a few years ago called *Wonder Boy*. It was popular in some areas of the country, and people in other areas have never seen the game. A route operator could introduce a new game to his area by buying a used game at auction.

If a route operator services 20 to 40 different locations, he can keep moving the game around. The game will eventually be played less and show diminishing returns. Then he'll move it to the next location; it's a new game there and will do well for a while. So he keeps moving it around.

Buying games at auction helps operators maintain fresh games in their locations at the minimum possible expense.

"Buying games at auction helps operators maintain fresh games in their locations at the minimum possible expense."

Do you get many of the recent games at these auctions?

We are getting quite a few of the newer games, and we are getting the brand new conversion kits. These kits are becoming very popular. We get the kits from distributors who sell out their inventory.

The distributor might have bought 50 kits and sold off 45. The five that are left are just sitting there, collecting dust in his warehouse, and they have been there now for six months. He really doesn't have any money in those kits, but he doesn't want to throw them away. So the kits are brought to us to liquidate at the auction; he's happy to get them cleared out.

The same thing holds true for brand new games in the box. We call them dedicated games. In order to retain his distribution territory from a large manufacturer, a distributor must buy a set number of units of each game that comes out.

As with kits, the unsold games are starting to collect dust. So he brings them to us and we sell them off at the auction. As you see, we do get some new equipment. Nevertheless, the majority of our equipment comes from game operators who come in with equipment that's been sitting around, not being played on their route.

What's the price range of some of the older equipment that is auctioned off?

Video games from the late '70s—the black and white ones like *Asteroids*—are pretty much gone now. Games from the early '80s—we call it the *Pac-Man* era—like *Donkey Kong, Joust*, or *Centipede* with color monitors seem to be in the price range of $100 to $200. They're mainly used for the cabinets, the doors, the coin mechs, or the monitors for conversion. Every now and then some of the old games will go as fillers.

Old pinballs, which are popular for the home market, generally still bring $100 to $200, but again, it's an auction, and there is a big price variety. Driving games (any game with a steering wheel) still seem to demand above average prices.

How long does an auction take?

We just finished an auction in Indianapolis that sold over 600 games. It took us 13 hours! Generally we sell 50

games an hour. We go non-stop.

As we're auctioning the games, we'll bounce around a lot, meaning we'll start selling several rows of videos, then some jukeboxes, come back to some pinballs, then back to videos.

Is there an admission fee for the auction?

No. The auctions are free to anyone who wants to come.

What are the fees and commissions involved in selling a game?

We charge a per-game entry fee between $7.50 to $10 depending on the location of the auction, and a 15 percent commission. The commission maximizes at $100. So if you've sold a $2,000 game, you don't pay $300; you pay only $100.

Are the auctions open to the general public?

Yes, the public is welcome, and we do get quite a few homeowners. We've had husbands and wives that played a certain game while in high school, and now they're married with a family and want a certain game in their recreation room.

Over 600 games were auctioned in Indianapolis in January.

How do you bid?

If you're coming to an auction you need to bring your driver's license and some other form of identification and register with our cashiers. They will assign you a number and give you a card with the number on it. You raise that number when you're ready to bid on a certain piece of equipment.

"When an operator has to set five or 10 locations, they can't all be brand new games; it just isn't economically feasible."

Do you auction the games by lot, or are you selling one game at a time?

One at a time. Say we're selling a whole row of videos and there are 15 in a row; we'll plug in the whole row. If you're interested in a certain game you need to go over and take a look at the cabinet, play it—see how it's working.

Is there an inspection period other than at that time?

There is an inspection period on Saturday morning at 9:30 for an hour-and-a-half before the auction starts.

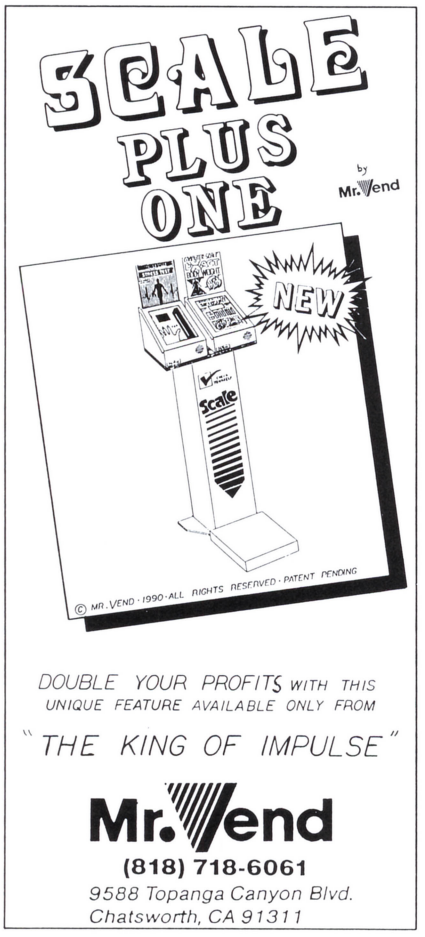
If an operator is selling a game, when does he need to bring the game to the auction site?

We have to have all of the equipment in on Friday, the day before the auction. It takes a lot of time and effort to catalog and set up the sale. Saturday morning is registration, setting up the chairs and snack bar, and the variety of little things involved in the prepping.

When the equipment is brought in on Friday, we do have people that will unload the trucks or cars. By the same token, we provide the purchaser with someone who will help him load his new games on Saturday.

What's the group like at the auction? Are the people at the auction just from the city where the auction is held, or do they come from all over?

The majority of the the people are route operators. After that we get a few distributors, arcade owners, game room owners, people who own just a few games



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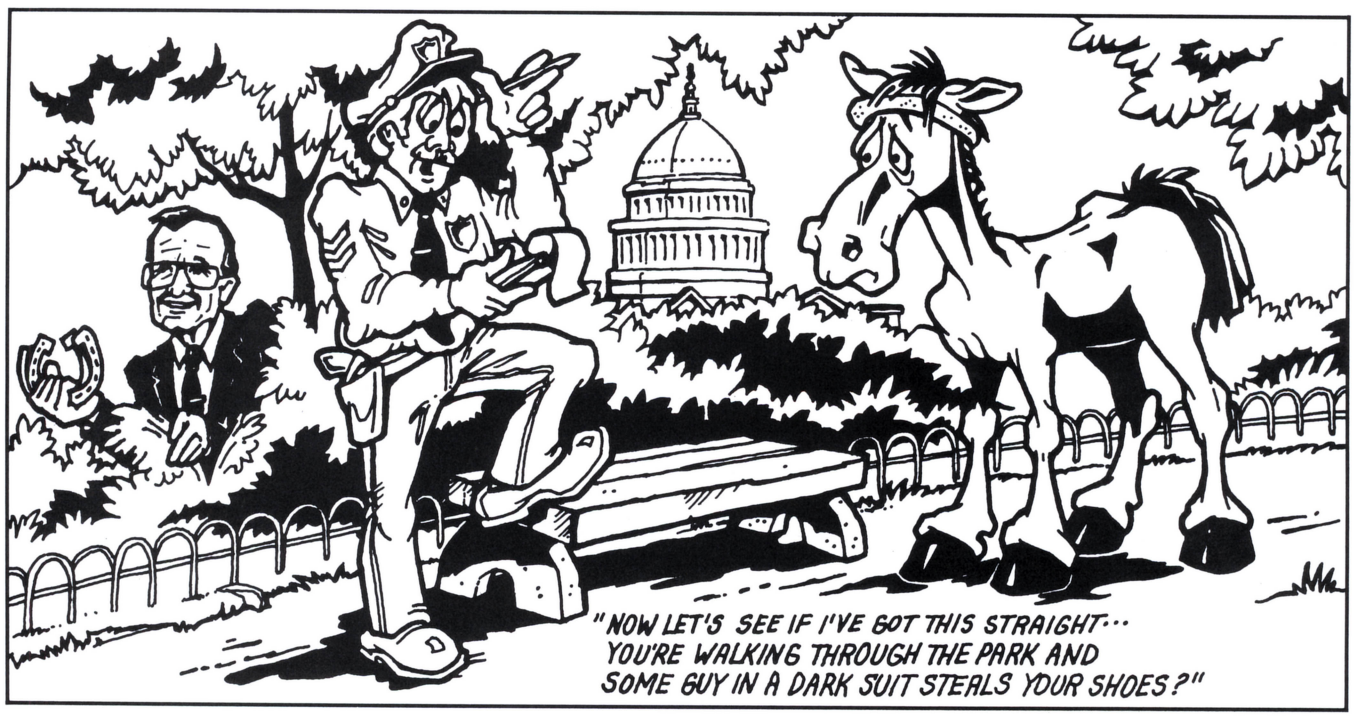
Ric with sons Chad and Dustin.

and perhaps a skating rink or laundermat, and homeowners.

Operators come from all over the country. Recently we had people come from Puerto Rico, the Virgin Islands, Acapulco, Canada, as well as all over the continental United States. Most of these people flew into the auction, rented large semi-trucks, loaded them up, and trucked the games back home. They come in to buy a lot of equipment.

We've had distributors who are several states away that have shipped kits to us for auction, without coming to the auction themselves. It's worked out real well for them. We usually have our own trucks at the auctions, and maybe they'll ship in 10 of an item to a particular auction location. They'll want to sell five at the auction and five at the next auction; we'll do that. We'll take the games or the kits to the next auction location for them.

Do you see people at auctions that were there before?



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Yes, we have a strong following going into our eighth year. People in the industry know when our auctions are because we publish our auction dates a year in advance. They know what dates to set aside. We have to plan ahead because it's very difficult to get into certain locations. These auctions require a lot of square footage, because we have anywhere from 300 to 600 games in one area.

There is more to do at an auction than just purchasing games for your route. It's also important to be able to talk to operators from other parts of the country. You're going to find out what's making them money and the latest trends. You might learn some service techniques for fixing games.

A lot of information is exchanged at these auctions. It's like a mini-convention for the amusement industry, but very relaxed and laid back. Everybody has a good time.

Once you've bid on a game and won, what form of payment do you accept?

We're set up to take MasterCard and Visa. We suggest if you're planning on buying a lot of equipment to get cashier's checks or traveler's checks. It's better than having to carry a lot of cash around. If someone brings in a company check, we need a bank letter of credit. The reason is that we have so many auctions and we're traveling so much of the time that it's difficult for us to cash personal checks. Therefore, we insist on the traveler's checks, cashier's checks, money orders, cash, MasterCard, or Visa.

Can you buy and sell a game at the same auction?

Yes. If you are putting games into the auction on Friday, we take your purchases off your game sales.

Who are your partners in U.S. Amusement Auction?

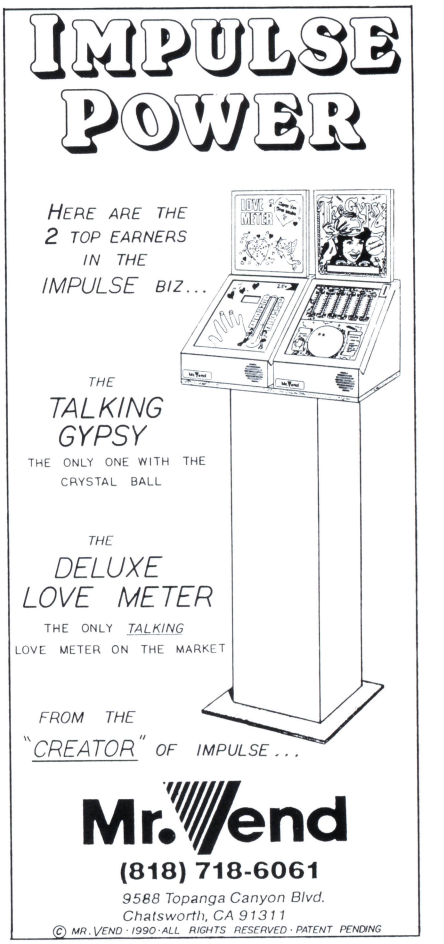
Bill Hughes is one of the finest auctioneers I've ever heard. Bill has been a licensed auctioneer since 1973. He currently handles a lot of appraisals for the state and federal government out of Louisville, Ky. He handles all of the auctioneering.

The other partner is Jeff Schwartz. He has a degree in marketing and is currently operating a large game route out of Louisville with over 1,000 pieces of equipment. Jeff follows the amusement industry carefully and is very aware of what's happening in the game world.

How does a prospective buyer find out about these auctions?

Anyone who isn't on our mailing list that would like to receive a schedule should contact our office. The number is (812) 333-9939. We do direct mailings, plus we are always running ads in the classified section of trade publications like Play Meter.

We also exhibit at the national trade shows—ACME and AMOA. We are now scheduling auctions in Pennsylvania, Missouri, Florida, Ohio, Indiana, and Kentucky and are now looking at dates in Texas and California. It's just a matter of finding the right location. □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Warehouse of Games hosts post-ACME event

Distributors Barry Shraier and Larry Potashnick of the Warehouse of Games hosted a post-ACME open house at their brand new facility in the Westport area of St. Louis on March 23-24. The party began in the afternoon and continued late into the evening.

Valued customers were treated to a showing of the newest games and equipment, demonstrated by factory representatives. Product lines represented included Premier, Williams, NSM, Atari, Romstar, Arachnid, Merit, Dixie Narco, Capcom, Grayhound, Tornado, and Tecmo.

While the evening offered an opportunity for the distributors, manufacturers, and operators to socialize, the true purpose for hosting the open house was to allow customers to share in the continued growth of the company.

Barry and Larry express their thanks to all the attendees who contributed to the success of the event, and assure customers that they are committed to remaining a service-oriented establishment. □

Bob Robins of Dixie Narco

Dean Hinueber of Arachnid demonstrated his dart skill.

OPEN HOUSE

Walter Morris of J.S. Morris

In the buffet line, (l-r): Ed Hendee of Tempo Enterprises, Isaac Lee of L&S Concepts, and Bill Shields of WICO

By a bank of new pinball games, (l-r) Barry Shraier of Warehouse of Games, Jerry and Norma Nissenbaum of Wonder Novelty

Warehouse of Games staffers, (l-r): Rochelle Rasnic, Darlene Heitman, and Robin Appel

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Rowing upstream

"Business is like rowing upstream—when you stop trying to advance, you automatically drop back." I don't know to whom to give credit for this quote; however, it has become one of my favorites as it relates to the coin machine industry.

With varying degrees of mixed emotions, I read the "Reader's Response" in your January issue from James Orr of Empire Games in Dallas, Texas. I thought he might enjoy this quote and use it in his daily route operation.

Mr. Orr has asked many of the unanswered questions relating to this industry, and I will not attempt to tackle all of them. However, in the field of education, if he is unsuccessful in the channels he has used in the past, I would suggest some alternatives.

I have found that the best source of education comes from my peers, the operator who is experiencing the same problems as I am. Obviously, one will not get much helpful material from a direct competitor, but the operating community in Texas as a whole should be without limit.

I would like to address some questions not only to Mr. Orr but to any "operator who will nod in agreement and sit on his hands."

1.) Do you belong to, and more importantly, are you active in your state association? What better place to answer and solve many of the questions you address in your "Reader's Response"? If you want to rub elbows with "six-figure operations" who are not your competitors, this is the classroom of opportunity. I'm not saying that an operator from Wisconsin can't be of help, but there are many regional similarities in your area to which other regions cannot relate.

"Although not the total 'cure all,' I do believe the passing of legislation for a dollar coin with help solve this one problem."

2.) Are you a member of the national association? This, contrary to many people's beliefs, is not a collection of the "big operators," but consists of a true cross-section of size and types of operators. Simply going to the equipment show once a year will not fulfill the education that you are seeking. Attending the educational seminars is a prerequisite to solving some of the questions asked in your response. If you really want to get an education and spend some of your own money, show some interest in getting into the management of this organization. By doing this, you will expose yourself to a collection of the true industry winners. Not only will you get an education on how to overcome some very nagging problems, but you will learn, at their expense, about what not to do.

3.) What should all coin machine people be doing the first week in May? All segments—manufacturers, distributors, and operators—are going to our nation's Capitol to let the leaders know about the problems we face in our industry. The situation of how to pay for a $2,500 game is very real. Although not the total "cure all," I do believe the passing of legislation for a dollar coin will help solve this one problem. Several years ago I, too, thought "my vote doesn't count." Make a trip to Washington, talk to your legislators, and you will be amazed at their response to the six-figure operation.

Granted, none of this comes for free, but does any form of education? Many of us have made more and larger mistakes by being wrongly educated than by having no education at all.

Mr. Orr, I do not think you are going to be ignored, and not all of your opinions are off-center. I, a second generation operator, experience the same frustrations and dilemmas that you are facing. Maybe you can answer "positive" to the previous proposals, but we will continue to row upstream. The coin machine industry needs answers to our questions and problems, and responses like yours are a true beginning. Your letter to the editor may well get rid of some of the "fluff" and educate more of us. □

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Louis Boasberg
New Orleans Novelty Co.

Teenage Mutant Ninja Hamburgers

We've all been discouraged because of the economy. Many in the industry are looking for a scapegoat and have found three: sophistication of home games, home video movies, and cable TV. There are other factors affecting the industry, but I'm only naming those that may directly affect game play most severely.

But despite all of this, it is refreshing when an amusement game comes along that overcomes all obstacles, all competition, and takes over the entertainment business to such a degree that we can say, "There is no business like *Teenage Mutant Ninja Turtle* business."

I may be exaggerating, but *Turtles* has not only been a power for good but might be the prime factor that encouraged and saved the industry. At least we can hope that it will inspire Konami to repeat its success and inspire all manufacturers to try for the "pot of gold at the end of the rainbow."

Here's one striking example of how *Turtles* has had a dramatic effect on the industry. It has been said that Ray Kroc, the founder of McDonald's, hated coin-operated video and amusement games with a vengeance! He was so adverse to anything that operated with a coin that he would not allow even a drink or cigarette machine in a single McDonald's restaurant.

Mr. Kroc hated any and every kind of distraction whatsoever that would prevent McDonald's from achieving its one and only purpose of getting its customers in, serving them, and getting them out as quickly as possible to make room for more and more customers. Nothing succeeds like success. So almost every other large national fast-food chain banned all types of coin-operated games.

In the early days of fast-food operations perhaps the "no games" policy was a good business decision. But times have changed. Competition and the oversaturation of national fast-food chains have necessitated policy changes in some of the food outlets, especially the pizza purveyors who don't care if their customers linger awhile as they wait for the pizzas to be made.

But the hamburger emporiums stuck to their iron-clad rule of no games and continued to play follow-the-leader with McDonald's any way they could. And they stuck to this no game policy until a few weeks ago when *Teenage Mutant Ninja Turtles* games were installed in five New Orleans area Burger Kings.

It appears that the aggressive new corporate owners of the Burger King franchise saw in the popular cartoon characters a great promotion and public relations campaign. Because of this, we thought of trying to sell the local franchise officials on the idea of letting us install *Turtles* video games in some of their local franchises on a trial basis. After negotiations, Burger King allowed us to install games in five of their outlets, which were to be kept in their stores only while the promotion campaign lasted.

But we are happy to say that not only are the five *Turtles* still operating, but a few more stores have been added. Some of them are very good, but I'm sorry to say that the majority are only fair. The revenues are greatly influenced by the location, the size, the placement of the game in the store, and most important of all, the amount of business in the store.

All in all, it is a breakthrough, and we are happy to say that at long last the barrier has been broken. And perhaps it means that other large hamburger outlets and fast food stores might be breaking away from the leadership and domination of McDonald's. But for the present let us all hail Burger King, the Rex of hamburgers. □

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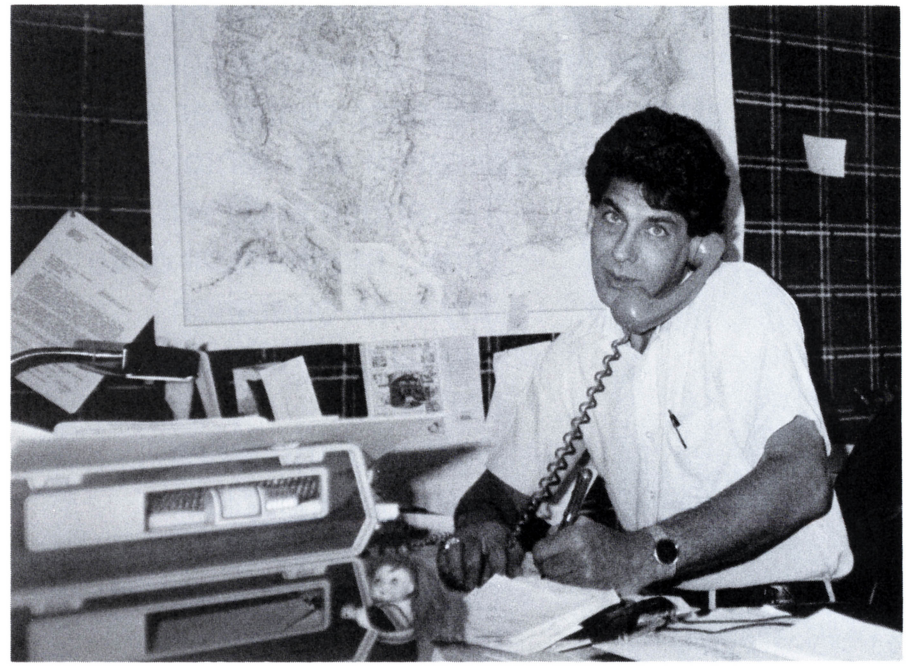
Creativity leads the way at GaMCO

A desire for creativity, and an interest in designing a crane made in the USA, were motivating factors that led to the start of the Florida-based crane and redemption game manufacturer, GaMCO.

The story of the company's inception reads like fiction, but it's fact. After a 19-year career as an optometrist in Virginia, Ron Yaffe settled in Florida and pursued a second career in real estate. He soon became sidetracked by an interest in the growing crane market.

Yaffe rented a warehouse, hired an engineer, made his first crane (the *Showcase*), trucked it up to Chicago for AMOA '84, and took orders at the show. Says Yaffe, "All of a sudden I was up to my ears in cranes and found myself in a different profession, which I have truly enjoyed.

"This is a creative industry. Usually, most businesses are very structured. But in the coin-op amusement industry, if the manufacturer listens to the operators and knows what they want, he can be very creative with games. I have dozens of games in the back of my mind that I would love to get around to producing."



Ron Yaffe, director

GaMCO (formerly named Showcase after the company's first product) started in a 1,500-square-foot garage-type warehouse, moved twice, and kept adding on. At one time the company was spread out in three locations in Sarasota, Fla. In February 1989, the company consolidated and purchased a 12,500-square-foot building to combine both office and warehouse functions under one roof. Including engineering and production staffs, the employee level approaches 22, a big change in six years.

Yaffe is director of the company, Emily Simpson is director of sales and marketing, and Russ Bailey is director of engineering. Other key employees include Russell Nix, supervisor of electronics; John Richman, mechanical research and development; and Eddie Nelson, production. Pat Talmadge recently joined the GaMCO team as plant supervisor. His experience is expected to greatly enhance the company's production and sales efforts.

GaMCO's product line has enlarged to include three models of the *Action Lotto* skill redemption game, the *Quicksilver II* and *2001* coin pushers, two models of the *Crown Jewels* rotary, the *Animal House Toy Vendor* that assures a winner every

time, and the original *Showcase Crane* with moving carousel. The company has a fourth model of the *Action Lotto* scheduled for this year, plus a new product on the drawing board.

"If an operator wants a game to still be out there earning for him five years from now, he has to buy a product with quality built in at the start."

The company has made its mark in the redemption arena, a subject that Yaffe is happy to discuss. "I've been very bullish on redemption games for the past five years," he commented. "I considered it the wave of the future long ago.

"A lot of operators say, 'I know it's the up and coming thing.' That's not true—it's here! Operators have to be creative and look for other ways to maintain their revenue. The industry cannot sustain itself on just one hot video game; we need variety.

"The rest of the industry needs to wake up and realize that redemption is here to stay; it is not a trend. People like to get more for their money than points. The creativity of manufacturers allows unique products to come to market and keep us all in business."

Yaffe takes a cue from the successful carnival business. "They know what people want and what they will play. They know how to turn a dollar and have been doing it for 50 years. Carnivals give me a lot of insight as to what direction I need to take.

"If our industry is going to continue forward in redemption, and it is to become a major part of our future income, we need to know more about the legalities and how to overcome legal barriers. State bodies need to address redemption—there's nothing illegal about exchanging tickets for prizes." Yaffe has twice traveled to Tallahassee, Fla., to assist the state association in familiarizing legislators

TOP SELLING GAMES

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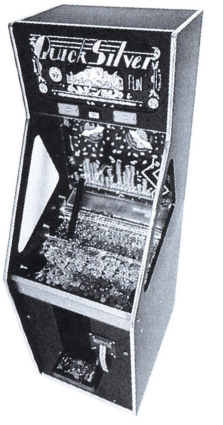
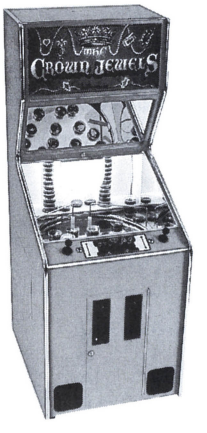


QUICK SILVER II



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Vicki Page concentrates on her work.

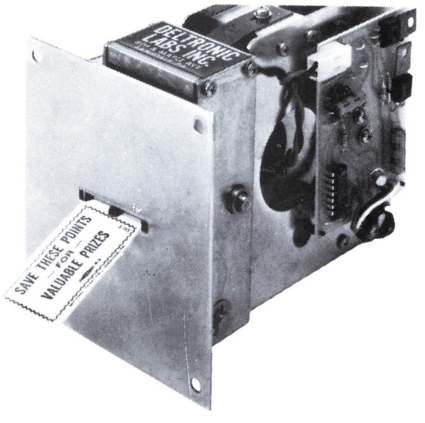
with the features of skill games.

Still, it's an uphill battle in many instances. Some operators are confused about redemption equipment. "We don't like things we don't know about," observes Yaffe. "It's always scary. The only way is to open the door, find out about the concerns, and decide how to go about making it better. If redemption were legal everywhere and we regulated ourselves, then the legislators wouldn't have to do it. We must approach obtaining legal status for our games in a positive way, and not wait for Gestapo-type activities where games are confiscated because they are not operated properly. This creates problems for all of us."

Eliminating such problems and listening to operator input has been a priority for Yaffe. "Operator input is important in my R&D. That's why I thought it was necessary to have several models of our *Action Lotto*: coin-dispensing, ticket-dispensing, credit accumulating, and the

Marjorie Dixon finishes wiring a *Crown Jewels*.

THE TICKET DISPENSER —WITH EXPERIENCE



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Eddie Nelson brings 30 years of experience to the production department.

Russell Nix (l) and Pat Talmadge review a game schematic.

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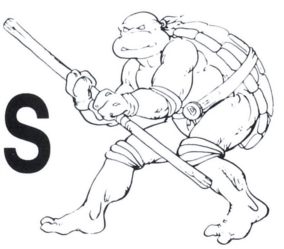

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new four-by-four that allows the use of multiple coins. *Action Lotto* is designed so that in the future we can develop kits that will change the game from a Lotto theme to Bingo, or another game, by just changing the chip in the computer along with the marquee and some playfield graphics. It should be a game operators can use for years and years.''

''The creativity of manufacturers allows unique products to come to market and keep us all in business.''

The game challenges players to direct balls on a playfield grid and capture them in lighted, player-selected numbered pockets in order to win tickets redeemable for prizes.

Yaffe explained, ''Instead of the standard microprocessor board, we use an onboard computer to make the game very flexible. Operators can program everything from the cost of game play to the number of tickets dispensed to jackpots awarded, and more. They can choose all the different variables that percentage the game properly for their specific location. Like anyone's home computer, it can be repaired by any computer shop in town and will give years and years of reliable service. This type of game is the future of our company.''

Operators may not realize the time involved in game development. As an example, GaMCO's *Action Lotto* took two years and a quarter of a million dollars to perfect. According to Yaffe, ''First there's a simplified prototype, which is refined several times. Every stage must be carefully documented. The prototypes get more and more sophisticated as you progress and work out the electronics. In the case of *Action Lotto*, we decided to use 5/8-inch treated plywood to insure producing a strong game that can take abuse in the field. All of our games in the future will be of plywood construction.

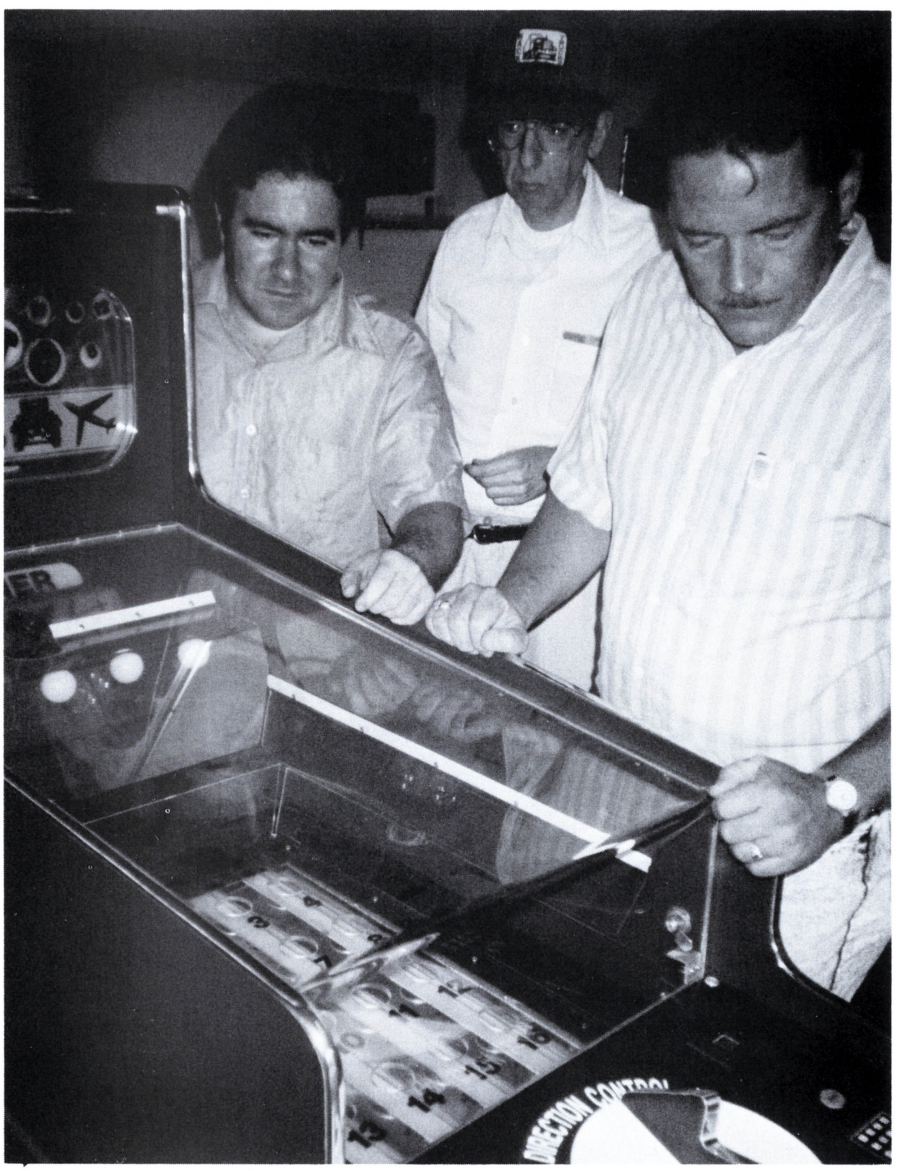
''Manufacturers can cut back a little here and there, but it can undermine the integrity of the game. If an operator wants a game to still be out there earning for him five years from now, he has to buy a product with quality built in at the start.''

Yaffe is quick to extol the virtues of rotaries, which have not received much attention of late. ''Operators have missed the boat,'' he feels, ''by not utilizing rotaries next to their cranes. We need to bring people back to the area where the cranes are located. I have found that such placement actually increases revenue.

''Operators can do trade-ups on rotaries just as they do with cranes. And you can merchandise a rotary toward your players, whether you have a college location or a bowling center. You can't do that with many games. Self-loading models lessen the headache of stocking, and there are several companies offering quality capsule jewelry selections that draw player interest.''

Yaffe's enthusiasm for the industry and redemption equipment in particular means he's always thinking about improvements and new ideas. Remember all those games in his mind. He and his staff will probably get to produce them all.

For more information about GaMCO redemption games, call (800) 642-7263. □



From left: Christopher Cotter, Bob Knauper, and Pat Talmadge with a completed *Action Lotto*.

DYNAMO

Signature

SERIES

DYNAMO

HS-8A:

19″ monitor
Plywood Pedestal
Plywood
Roof/Sidewalls

HS-8:

(Not Shown)
Plywood Pedestal
Particle Board
Roof/Sidewalls

HS-9:

25″ monitor
Plywood Pedestal
Particle Board
Roof/Sidewalls

HS-9A:

(Not Shown)
Plywood Pedestal
Plywood
Roof/Sidewalls

Dynamo, the first name in video cabinets, presents the cabinets of the 90's—the Signature Series, a fresh, new look built with maximum convenience and reliability in mind.

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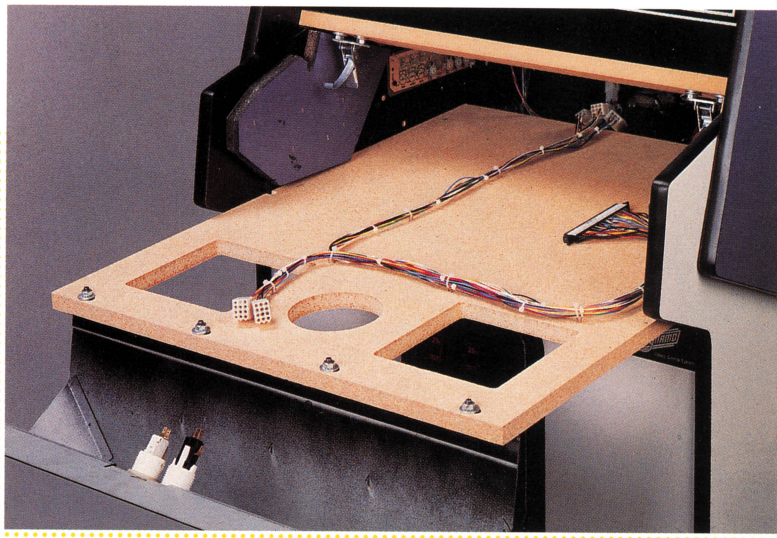
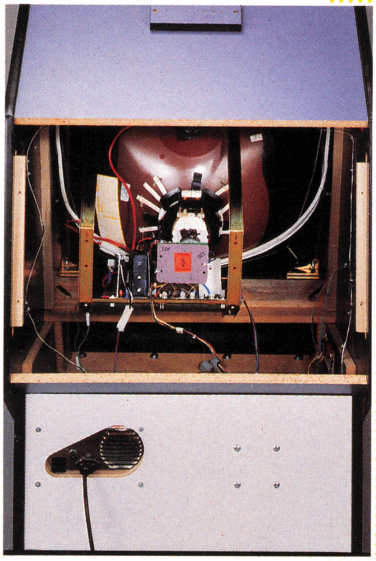
DYNAMO Signature SERIES DYNAMO

Exclusive slide-out drawer and universal control panel (Compatible with HS-2 models)



Dynamo's newest cabinet series lets you choose the exact features that are right for your application. This series ushers in a new era in video cabinets—one that lets you customize your game presentation and maximize your profits while remaining compatible with HS-2 models.



Solid back panel with service access

FEATURES:

- Oversized control panel of heavy gauge steel with pre-punched holes fit most game configurations.
- High quality Wells-Gardner monitors, standard.

NEW • Economy monitors available on request (see chart).

- Monitors can be mounted either vertically or horizontally.

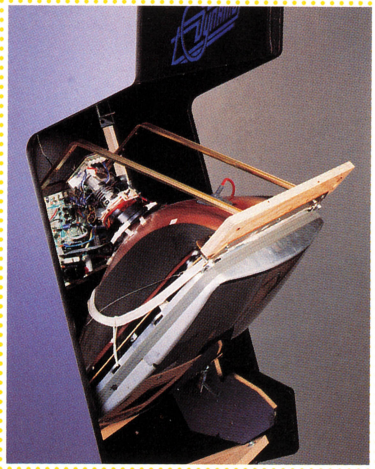
NEW • Monitors tilt out for adjustment/service.

NEW • Monitor controls are mounted up front for easy adjustment.

OTHER FEATURES:

- JAMMA standard wiring harness.
- Lighted, quick-change marquee.
- Industry standard, over/under coin doors.
- Top mounted on/off switches.

NEW • Cabinets for 19" and 25" monitors are same size for consistency on location.



Tilt-out monitor provides easy access

NEW • Protective trim in contrasting colors helps eliminate damage to cabinet.

NEW • Removable, plywood pedestal (all models) adds strength and stability.

NEW • Melamine surfaces in attractive colors are easy to clean; distinguishes your game.

Introducing the Dynamo POWER PLUS!

Dynamo's newest innovation—the POWER PLUS, a power supply for the 90's will increase your capacity and kee your games going longer!

- 150 watts, 15 amps at 5 volts increases capacity for growth.
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- Adjustable by 5 volts to adapt to any game.
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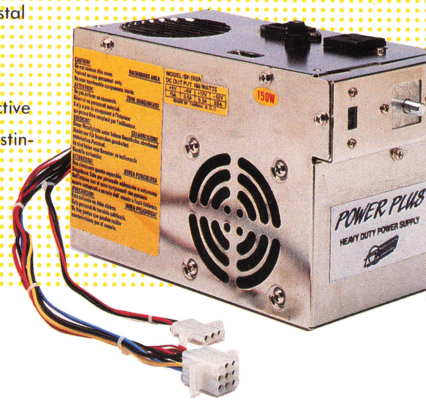

SPECIFICATIONS/SHIPPING DIMENSIONS

MODEL	MONITOR SIZE	MONITOR OPTIONS	CABINET COLORS	SIDEWALL/ROOF CONSTRUCTION	HT	WD	DPT	WT	ITEM #
HS-8	19"	STD	Blue/gray	Particle board	76"	32"	38"	450 lbs.	021800000
HS-8A	19"	STD	Red/gray	Plywood	76"	32"	38"	450 lbs.	021800100
HS-8E	19"	ECON	Blue/gray	Particle board	76"	32"	38"	450 lbs.	021800200
HS-8AE	19"	ECON	Red/gray	Plywood	76"	32"	38"	450 lbs.	021800300
HS-9	25"	STD	Blue/gray	Particle board	76"	32"	38"	450 lbs.	021900000
HS-9A	25"	STD	Red/gray	Plywood	76"	32"	38"	450 lbs.	021900100
HS-9E	27"	ECON	Blue/gray	Particle board	76"	32"	38"	450 lbs.	021900200
HS-9AE	27"	ECON	Red/gray	Plywood	76"	32"	38"	450 lbs.	021900300

Dynamo

Starting out right

Play Meter's May 1980 issue was devoted to arcades. In an article titled "Start Out Right," Play Meter writer J.W. Sedlak said, "Your arcade should be your passport to success. Increasing gas prices, combined with general inflation, will force many people to scuttle their vacation plans. They will be staying close to home and looking for a leisure place to spend their money. Your arcade can provide them with the fun they're seeking for minimum cost."

Another article, "Getting the Edge on Mall Locations," noted that although many of the new mall locations had already been snapped up by larger companies, there was still room for enterprising operators. "It's just going to take more ingenuity and a lot more planning and hard work to beat the chains at their own game now."

Play Meter's coinman of the month was Ted Olson, owner of the Time Zone chain of arcades. He had recently sold nine of his locations to Aladdin's Castle. Olson told Play Meter, "Arcade revenues are on the increase for two reasons. One, the technology is just tremendous. Secondly, I believe we're seeing a wider acceptance of game centers in malls."

In other industry news 10 years ago, the eighth annual AMOA-Notre Dame seminar was termed the best to date—it included 78 students; the North Dakota Coin Machine Operators Association held its first meeting, featuring guest speaker Bob Nims, the AMOA president; a book introduced by Taito called "How to Play *Space Invaders*—Secrets from an Expert" was creating a great interest among players; D. Gottlieb & Co. presented silver trophy cups to a dozen distributors who had handled the line for 25 years or more; Mondial exporters were looking to create a market for pinballs in China; Portale Automatic changed its name to Betson Pacific, a year after Portale began going through an evolution leading up to the change; Atari appointed three new distributors overseas; Stern was planning a promotional tie-in with its new pinball game, *Ali*; Bally conceived a pinball promotion for *Space Invaders* that began with a series of rotating messages on a toll-free, 24-hour hot line to help distributors and operators learn more about the unique characteristics of the game; the electricity went out in Reno for three hours, which caused some machines to unload their money; and Zamperla's *Punch Ball* was used in a segment of the TV show "Sunday Games."

On the radio we were listening to Play Meter's "Hot Stuff," which included "On the Radio," "Another Brick in the Wall," Working My Way Back To You," "Him," "Ride Like the Wind," "Call Me," "Off the Wall," "Fire Lake," "Back On My Feet Again," and "Lost in Love."

Games introduced in Play Meter's "New Products" section 10 years ago included *Lunar Rescue* from Taito, *Big Game* from Stern, *Moon Alien* from Nichibutsu, *Rip Off* from Cinematronics, *Circus* from Gottlieb, *Galaxian* from Midway, *Astro Fighter* from Data East, *Atari Soccer*, *Deluxe Space Invaders* from Midway, and *Space Invaders* pinball from Bally.

"Critic's Corner" columnist Roger Sharpe reviewed four pinballs in his column: *Spiderman* by Gottlieb, Stern's *Big Game*, *Silverball Mania* by Bally, and Game Plan's *Coney Island*. □

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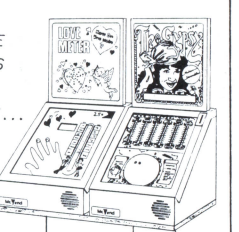

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SPRING BUYER'S GUIDE

Spring is the perfect time to review new products, a time when operators look forward to a busy summer season and an upturn in traffic at their amusement locations. Having had a good look-see at the American Coin Machine Expo '90 and subsequent open houses across the country, many operators have been narrowing down their selections.

To help in the decision-making process, and for a handy reference throughout the season, our 1990 Spring Buyer's Guide provides current listings on available videos (dedicated and kit), systems, video card games, jukeboxes, pinballs, darts, and countertops.

To present a total picture of each product, a brief description of every game's special features is included along with a current photo. A Buyer's Guide Index follows the listings and provides full company names, addresses, phone and FAX numbers listed alphabetically.

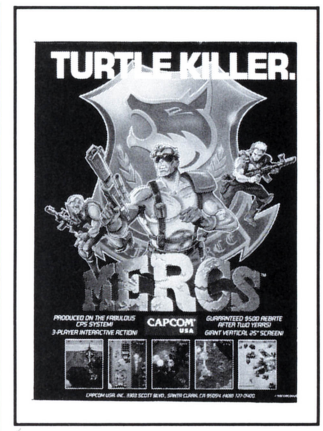
Information on all other coin-op products, from redemption and novelty games to table games and kiddie rides, will be found in the 1990 Fall Buyer's Guide to be published in the September issue. All lists are carefully compiled and designed to assist amusement operators in making informed choices.

Videos/Dedicated

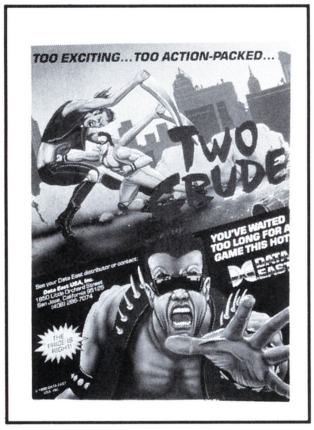
Four Trax
Atari
ATV racing thrills dominate play in this deluxe motion simulation video with realistic throttle controls for acceleration, brake, and gear shift. Interactive play is achieved with link hardware connecting up to four units and eight players.

Compact Hard Drivin'
Atari
A compact version of the successful deluxe sit-down driving simulator, *Hard Drivin'*, this model has a 25-inch monitor, four-speed stick shift, continuous force-feedback steering, clutch, gas and brake pedals, and ignition key start switch.

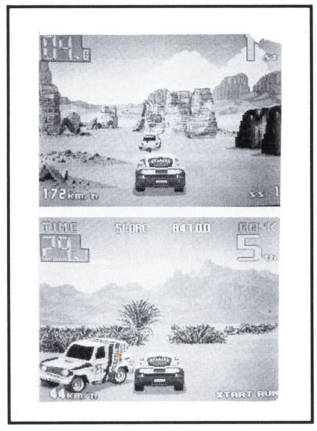
Trog
Bally/Midway
Journey to the Land of Og and build a maze of bones to help steer the wacky Dinos away from the one-eyed caveman, Trog. All characters are powered by a new animation technique, PLAYmation. One to four players can play at once or buy-in the action anytime.



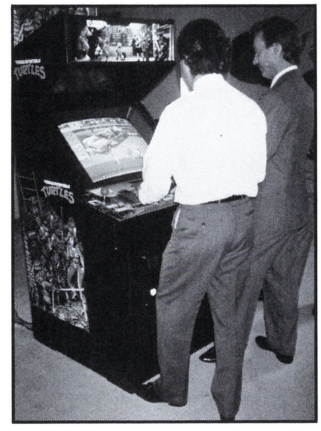
Mercs
Capcom
A three-player interactive video produced with the CPS Super Chip. The game scenario: an elite corps of mercenaries set out to rescue a former president held hostage by rebel forces in central Africa's Zutula. Features include six rounds of play, buy-in, and continuation.



Two Crude
Data East
An action-packed fighting game billed as the next *Bad Dudes*. One or two players may join in game play and a tour de force of martial arts strategy. Quick reflexes are a must as players use two buttons and a joystick to gain supremacy.



Big Run
Jaleco
The Paris-Dakar Rally, a dangerous 20-day European road race, is the theme for this driver that takes players through hairpin turns with a two-speed shifter. Available in movable cabinet and custom compact upright, both models feature stereophonic sound effects.



Teenage Mutant Ninja Turtles
Konami
The famous comic book and TV characters Michaelangelo, Donatello, Raphael, and Leonardo come to the video screen in this four-player adventure that finds our pizza-loving heroes attempting to free April O'Neil and Splinter from the evil Shredder and his Foot Clan.

Slick Shot
Grand Products
A pool-themed video with actual mini pool table surface, two four-foot cues, and cue ball. Features: woodgrain Melamine-finish cabinet, 25-inch Wells Gardner monitor, dollar bill acceptor and coin slot, laminated safety glass over CRT, rear wheels, and hand hold for easy movement.

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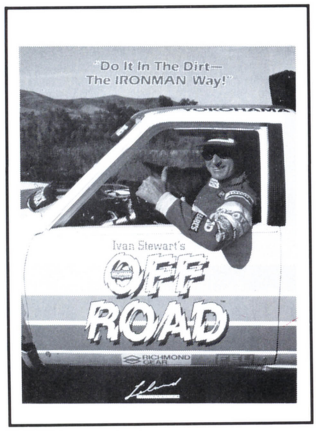
Videos/Dedicated



Super Off Road
Leland

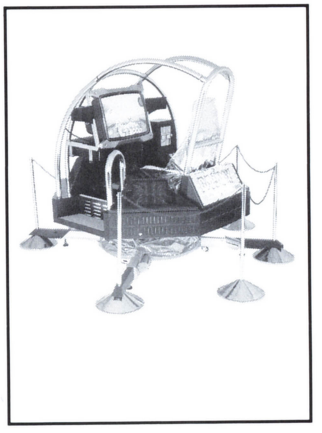
A two-player version of the popular racing game that offers players eight different stadium tracks and a total of 16 configurations packed with mud holes, jumps, and stadium-style obstacles. Racers compete for cash awards that can be exchanged for accessories.

F-15 Strike Eagle
MicroProse Games

The supersonic F-15 jet fighter is at the heart of this game, which offers exceptional 3-D graphics technology housed in a unique cabinet. Players embark on multiple missions in six different combat arenas and vie for awards, promotions, and commendations.

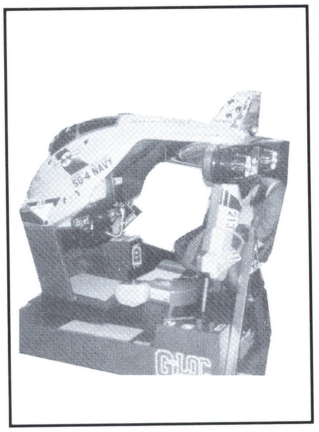
Alien Storm
Sega

An alien invasion spurs employees of a hot dog stand to protect fellow citizens from the slimy enemy in this one- to three-player interactive video with buy-in and continuous play. The setting is the year 2002; there are nine rounds of play with vivid graphics throughout.



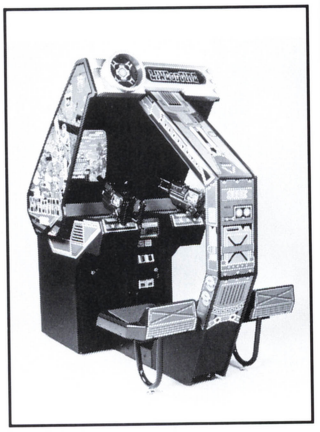
Galaxy Force
Sega

A free-moving cockpit cabinet adds realism to this spaceship flight simulator that tilts 15 degrees in two directions and turns 335 degrees to the left and right. Challenging outer space battles await the player as he actually twists and turns with each motion.



G-Loc Air Battle
Sega

A deluxe moving cabinet featuring a flight stick throttle and both guided missile button and machine gun button marks this single player air battle game. Skill is required for the initial aircraft carrier take-off and dodging enemies before becoming the victim of "lock on."



Line of Fire
Sega

Eight action-packed stages and 3-D effects greet players in this two-player machine gun game involving two agents who gain access to a guerrilla base. Action takes place in jungles, deserts, rivers, and canyons while aboard a speed boat, jeep, airplane, and helicopter.

Beast Busters
SNK

A three-player interactive gun game that takes players on an investigative mission to a mysterious city, where they must rid the area of zombies and mutants. Seven different action scenes with intense graphics cross the 25-inch monitor; three Uzi are mounted on front.

Search & Rescue
SNK

Space battle is the theme in this two-player cooperative vertical upright housed in a 19-inch works-in-a-drawer cabinet. Vibrant screen graphics and eerie sound effects enhance game play as players meet monster robots and alien life forms in a battle for survival.

The New Standard

Designed by the operator for the operator

Excaliber Video Kit Kabinet™

The cabinet of the 21st century. It's innovative design gives it a life expectancy in excess of 10 years.

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Videos/Dedicated, Dedicated & Kit

Battle Shark
Taito

Players join a realistic submarine patrol through hostile seas in this game, which visibly shakes and quivers as it takes direct hits from the antagonists. Accurate torpedo shooting is required to defeat major enemies and complete the game's various stages.

S.C.I.
Taito

Players keep one hand on the wheel and another on a .44 Magnum in this high-speed action chase, named for Special Criminal Investigation. Action occurs on city streets, country roads, and along the winding curves of a mountainside as players try to rescue the mayor's kidnapped daughter.

W.G.P.
Taito

A motorcycle three-lap sprint race available in both upright and deluxe movable cabinet. Up to eight games can be linked together for group competition. Five courses are offered, each with its own special twists and turns that test the strategy and skill of the player.

Smash TV
Williams

The year: 1999; the subject: a futuristic game show where players compete in an arena for prizes. Contestants must wipe out villains, drones, and mutants. Available as dedicated with either 19-inch or 25-inch monitor, it features dual joysticks, buy-in, and continuation.

Klax
Atari

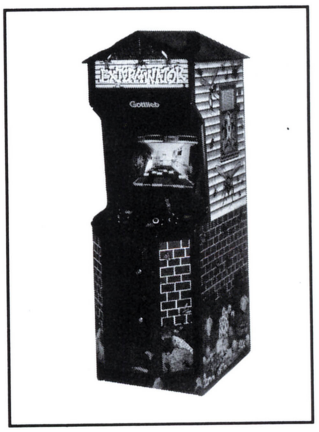
A "thinking player's" video that asks one or two players to match colored tiles with a paddle and flip them into bins to make stacks and rows. Points are awarded according to difficulty levels. The game is available in three formats: standard upright, cabaret, and universal kit.

Vapor Trail
Data East

Available as dedicated or kit, this game offers plenty of action as players become a jet aircraft and must shoot down other aircraft and collect weapons. The game is two-player interactive with buy-in and continuation. Controls are joystick and two buttons per player; the monitor is vertical.

Wheel of Fortune
GameTek

The popular TV game show comes to the world of video, available in upright, cocktail, and countertop formats. Conversion kits come complete with easily recognizable "Wheel" graphics; the upright and cocktail table have optional ticket redemption dispensers.



Exterminator
Premier

A one- or two-player interactive video based on the theme of ridding a neighborhood of irritating pests. Players control the action by using hand-grip joysticks and buttons on a journey through seven houses and a total of 35 scenes. The game is available as dedicated or kit.

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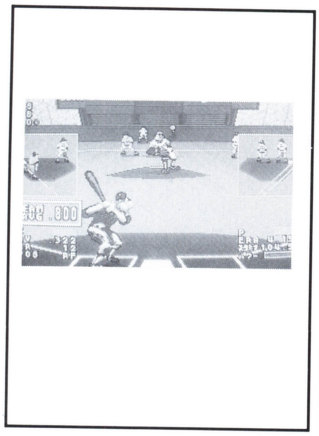
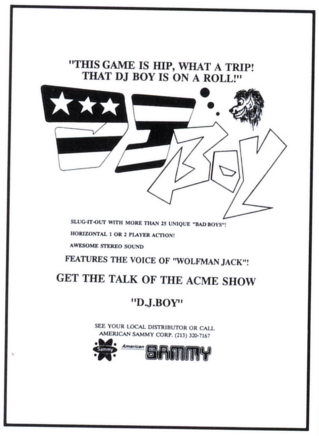
Videos/Dedicated, Dedicated & Kit



M.V.P.
Sega

Baseball action for one or two players as they choose to compete in the final game of the regular season (and a chance at division pennant), the championship series, World Series, or All-Star game. Colorful scenes cover steals, pick-offs, bunts, and throws. Available as dedicated and kit.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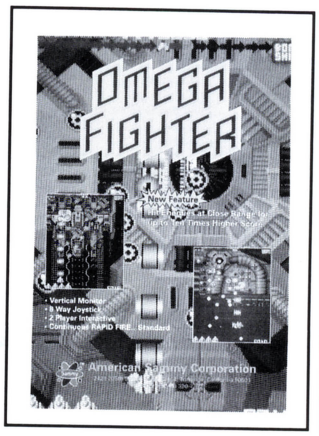
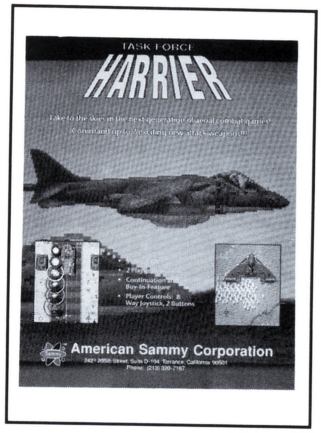
D J Boy
American Sammy

A two-player kit that presents a light-hearted fighting theme featuring Wolfman Jack, the famous disc jockey, as the "gravel" voice. Cartoon characters appear on roller skates for two-fisted action in this "martial arts on wheels" game for horizontal monitors.



Omega Fighter
American Sammy

Space adventure is at the core of this action game. Players join in a fight to destroy an alien space ship before it reaches Earth and assures devastation for its inhabitants. A two-player interactive kit for vertical monitors; controls include an eight-way joystick.

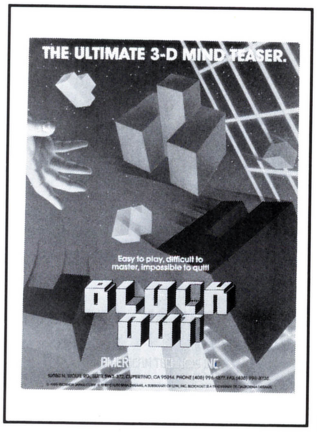


Task Force Harrier
American Sammy

Players pilot their own Harrier Jump Jet in this two-player interactive kit for vertical monitors. The theme: a Russian general has taken command of the Soviet army with evil plans in store. Players must turn back the general and help Gorbachev regain control.

Ameri Darts
Ameri Corporation

Serious dart playing combines with cartoon characters and sight gags in this kit for one to four players. The game features a new mounting-style for the track ball and the ability to be used with both horizontal and vertical monitors in standard uprights as well as cocktail cabinets.



Block Out
American Technos

A game of 3-D action and strategy that begins in a pit where players must rotate and maneuver blocks into position to form complete layers. Features include two-player interaction, a game start level select, buy-in and game continuation, bonus rounds, and 100 different stages.

WWF Super Stars
American Technos

The likes of Hulk Hogan and Randy Savage populate this video, available as dedicated and kit. Game continuation and power-up features are part of the package in this wrestling-themed video with action rivaling that in World Wrestling Federation competition.

Badlands
Atari

A universal driving kit featuring a Sprint racing game gone bad 50 years after a nuclear disaster. One or two players can race at any time with the game's buy-in and continuation; four laps and eight unique track layouts in eight different backgrounds greet players.

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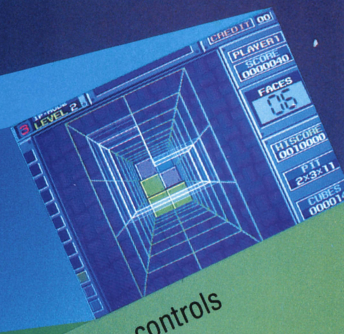
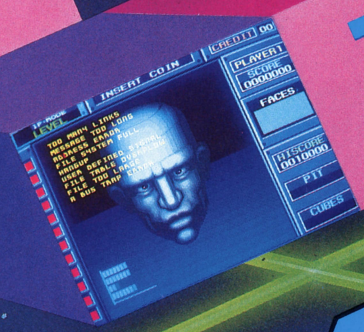


BLOCKOUT features:

- Start level select
- Buy-In at any time
- Unique game controls configuration
- Advanced sound and game graphics
- Horizontal universal conversion kit
- Game Continuation option
- 100 different stages
- Bonus round on completion of certain stages



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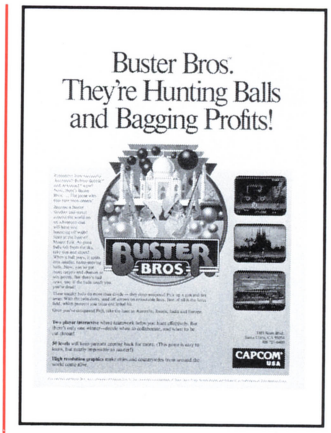
Video Kits

Cyberball 2072
Atari
Now available as a four-player VS. kit, this futuristic football game set in the 21st century lets players select offensive and defensive plays, time-outs, and even replacements for demolished players. End-of-game stats list performances in various categories.

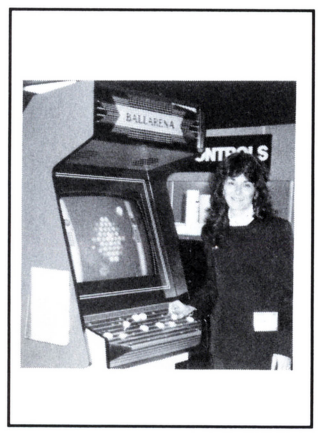
Skull & Crossbones
Atari
Swashbuckling adventure highlights this horizontal monitor universal kit that follows an evil wizard who robs two pirates of their booty. The pirates swear revenge and embark on a quest to destroy the wizard and recover their treasure. Action occurs on ships, in a castle, and on an island.

Tri-Sports
Bally/Midway
The recreational games of pool, bowling, and golf are all offered in one kit. Players can choose from Pool Shark (straight pool, rotation, and nine ball), Power Strike bowling action, and Mini-Golf Deluxe miniature golf. Bally's track ball is designed for accurate, precise shots.



Buster Bros.
Capcom
A non-combative-type game that takes players on travels from Mount Fuji to India and throughout Europe. Adventurous characters aim and shoot at balls that pop, then split into smaller, faster moving balls in this two-player interactive game with 50 different levels.

Final Fight
Capcom
The original street fighter, Haggar, returns to the video screen in a game with Capcom's CPS Super Chip. Fighting to free Haggar's kidnapped daughter takes place in subways and warehouses as Haggar and sidekicks Cody and Guy fight through the seedy underworld of the Mad Gear Gang.



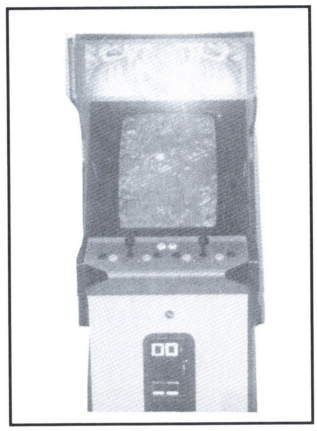
Ballarena
Chevalier International
Designed by the French company Sisteme, the game is a vertical kit for one or two players. Eight difficulty levels await during this subtle mixture of break-out and shooting games. Look for bricks, monsters, bonuses, traps, friends, and enemies.

RaiDen
Fabtek
A two-player video kit designed for vertical monitors. A military theme is at the core of this "shoot 'em up" game that features air battles in jet fighters. Players control the aircraft while shooting a myriad of targets.

Sports Match
Fabtek
Players connect pairs of sports-related tiles in a straight line or with one 90 degree turn to enjoy this horizontal kit designed for standard upright cabinets, most countertops, and cocktail tables. Players challenge themselves or go head-to-head with an opponent.

Video Kits

Toki
Fabtek
The game is named for a high-jumping, fire-spewing man turned ape who sets out on a perilous adventure to free his kidnapped lover, Miho. Six challenging stages and unworldly characters await the hero. *Toki* is a one-player or alternating two-player kit for horizontal monitors.



Air Duel
Irem
Appropriately named, this video kit depicts helicopter and aircraft battles in a future time. Quick reflexes and strategic maneuverings of your craft are a must in this one; a chance for fantasizing and role-playing in the cockpit.

Dragon Breed
Irem
A very colorful fairy-tale adventure that pits young king Kayus against Zambaquous, the leader of darkness. A mythical kingdom is the scene as Kayus joins with the dragon of light, Bahamoot, to vanquish the darkness.

Pound for Pound
Irem
A unique, simultaneous two-player boxing game that uses a track ball to control the action. Players face eight different boxers with various skills and levels of expertise in the areas of reach, strength, stamina, and speed. Controls include one track ball and two buttons per player.

R-Type II
Irem
The game's scenario focuses on the revival of the empire, which has gained new power and evolved in another dimension. Mankind has dispatched a remodeled R-9 craft to the front to save the universe from fear and horror, and check the counter-offensive by the evil Bydo empire.

Meta Fox
I-VICS
A two-player interactive vertical kit that brings players exciting aerial combat action with continuation and buy-in features. Players progress from a Corsair jet to an F-36 Sabre to an FA-18 Hornet and earn increased fire power while avoiding a variety of assaults.

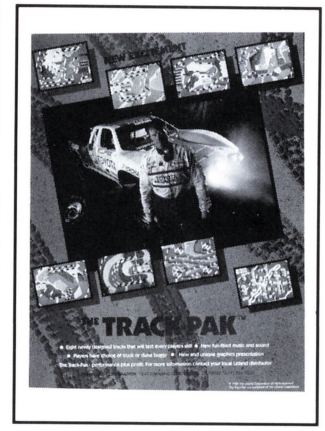
Astayanax
Jaleco
Ancient Greek warriors search for a king's kidnapped daughter in this one- or two-player game with simultaneous buy-in. The hero and his friend battle gargoyles, two-headed dragons, and armed skeletons on their long and dangerous journey.

Allens
Konami
Players embark on a space adventure and battle menacing alien life forms in this two-player interactive kit for horizontal monitors. Game continuation and buy-in are included to give players a chance to fight existing aliens and eliminate incubation rooms and hatching grounds.

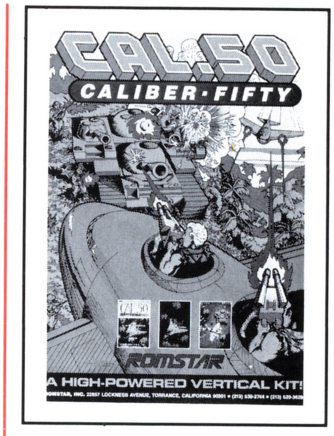
Video Kits

Bottom of the Ninth
Konami
Six major league baseball cities are represented in this kit for horizontal monitors. Two-player interactive with buy-in and continuation, the game offers a wide variety of play options for pitching, batting, and fielding. A split-screen shows the viewpoint of both batter and pitcher.

Lightning Fighter
Konami
Challenging aerial combat scenes invite players to fight off a threatening enemy invasion in this two-player interactive kit. Players use an eight-way joystick and "shoot" and "special weapon" buttons to control their jets and battle opposing jets as well as enemies on land and at sea.



Track-Pak
Leland
Eight newly designed tracks test the player's skills in this module kit for *Super Off Road*. Here, players have a choice of truck or dune buggy as they set out on the new courses. There's a new music and sound package plus a new graphics presentation.



Cal. 50
Romstar
Jungle warfare action abounds in this one- or two-player game for vertical monitors. The game scenario: two jet pilots who crashed on a military mission in Vietnam during the mid-'60s must travel through six scenes in a fight for their lives until they meet up with a rescue unit.

Fire Shark
Romstar
Players control a fighter plane through 10 scenes and attempt to destroy an enemy fortress in this simultaneous two-player kit for vertical monitors. Ships, tanks, and other obstacles become targets and must be eliminated before the enemy territory can be reclaimed.

Rambo III
Romstar
A two-player kit for horizontal monitors that features buy-in and continuation. Based on the continuing saga of John Rambo and Col. Trautmann, the game follows their actions from the destruction of an enemy base to battle sequences in desert settings.

Snow Bros.
Romstar
Fifty screens of competitive action follow the adventures of a snowman who turns his bitter enemies into snowballs, then uses the snowballs to fight off other foes. In this two-player horizontal kit, direct hits turn the creatures into pies, cakes, and sushi rolls.

Bloxeed
Sega
A puzzle of falling blocks that must be arranged in rows within limited time periods highlights this horizontal kit. In the normal mode, one or two players use a joystick and button to complete rows; in the VS. mode players must complete rows faster than their opponent.

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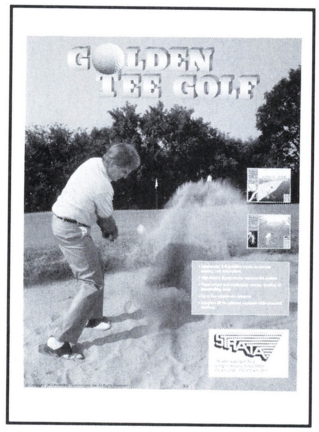
Video Kits, Video Systems

Turbo Out Run
Sega

A conversion kit that infuses new interest in existing upright, standard, or deluxe model *Out Run* games. Kits provide for an extensive socketed memory chip and security device change plus a complete set of new dedicated cabinet graphics.

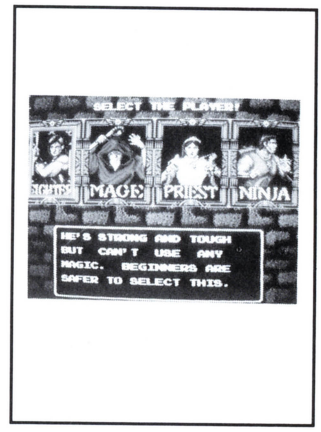
Air Buster
Sharp Image

A horizontal monitor format, space-themed fantasy adventure for two players. Features include buy-in and continuation, 60 different enemy characters in eight game stages, and a special hyperspace capability. Controls include joystick and two buttons for each player; the game is licensed from Namco.



Golden Tee Golf
Strata

Three-D golfing simulation highlights this kit for horizontal monitors. Up to four players compete on 18 holes at one of three challenging country club courses. A track ball controller simulates the golf swing and a realistic golfer on-screen mimics the movements of the player.

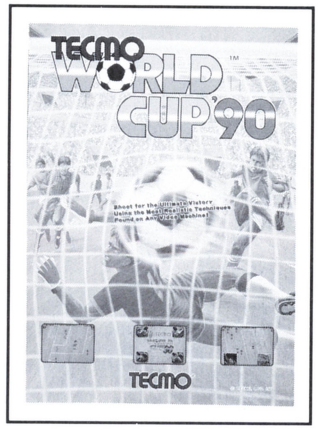


Cadash
Taito

Players embark on a journey to rescue a king's daughter in this two-player kit that offers role playing choices of the Fighter, the Magician, the Priest, and the Ninja, each with special talents they are willing to use in an effort to free Princess Sarasa from the evil Barrog.

U.S. Classic
Taito

One or two players can compete in this golf-themed kit that offers a challenging nine or 18-hole course. Features include digitized graphics, responsive roller-ball action, and the voice of a commentator during game play. Sand traps, water hazards and the like make game play interesting.



Tecmo World Cup '90
Tecmo

International soccer championship competition is featured in this two-player interactive game for horizontal monitors. Realistic offensive and defensive fighting for control of the ball means kick pop-ups and ground shots, sliding block kicks, and jumping blocks.

R.H. Belam
Mega-Tech System

A system cabinet with a list of Sega software choices that include *Super Thunder Blade* and *Space Harrier II*. Features include dual monitor display, full front access, 16 bit graphics and animation, four-way coin separation, ear-level stereo sound, and more.

PlayChoice System
Nintendo

A full-spectrum system that offers a giant library of 36 titles for the PlayChoice upright (5 games), the PlayChoice Countertop (5 games), and the PlayChoice Kit for the VS. Dual or Table System and the VS. Unisystem. Game titles run the gamut from *Super Mario 3* to *Double Dragon*.

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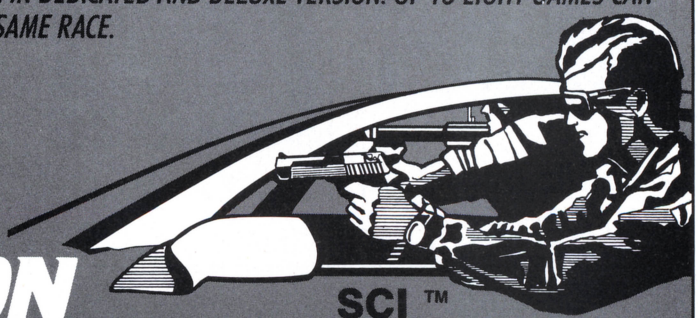

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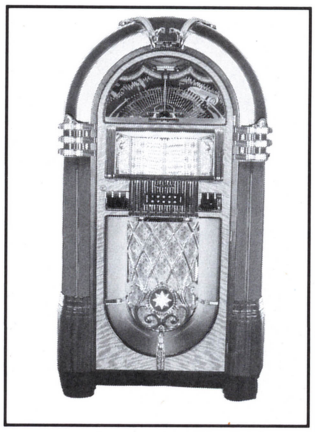
Video Systems, Jukeboxes

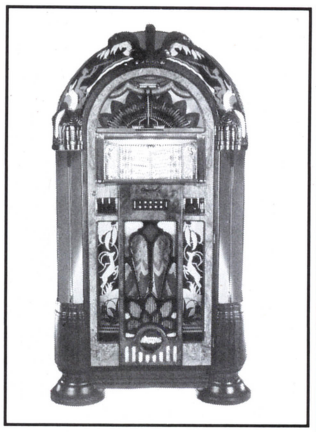
Neo-Geo System
SNK

A multi-video system (for 4-6 games) featuring plywood cabinet, Lexan-covered control panel, and hinged marquee bezel for easy access to game title cards. First game selection includes *Baseball Stars, NAM-1975, Magician Lord, Top Player's Golf*, and *Riding Hero* (coming in June).



The Bubbler
Antique Apparatus

This jukebox gets its name from a unique bubble tube system. Bubbles of air perk to the top of the unit's eight tubes, while a kaleidoscope of colors flow through its transluscent plastics. Like other company boxes, the "guts" are manufactured by Rowe International (CD or vinyl).

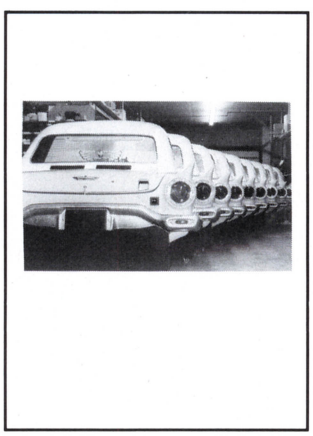


The Gazelle
Antique Apparatus

This model features art deco fawns playing the pipes of Pan above and two leaping gazelles, etched in mirrored glass panels, below. The gazelles are illuminated with changing colors, along with the four bubble tubes running the length of the side columns.

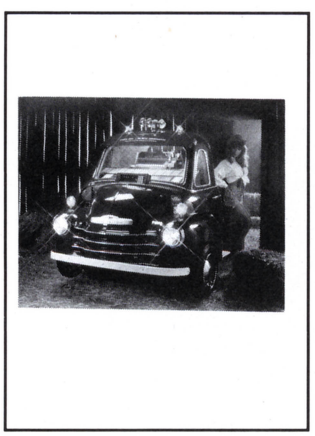
The Peacock
Antique Apparatus

The company considers this model its "top of the line" jukebox. It features six bubble tubes, rotating colors in the side column, and "polarization of light" in the peacock. In fact, each feather in the peacock's plumes changes color independently from the feather next to it.



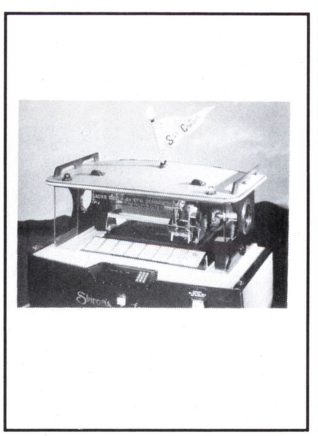
SongBird
Carson City Mfg.

This was the company's first in a line of themed jukeboxes; it's housed in a modified '57 Thunderbird tail section. The sound system in all Carson City boxes comes from NSM. It's available with either the Magnum Stereo 45 rpm system or the HyperBeam 2000 Laser Disc system.



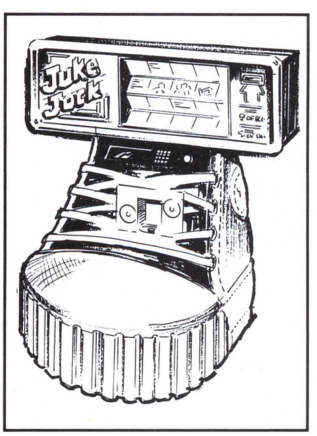
Country Classic
Carson City Mfg.

Ideal for country-western bars and truck stops, this pickup truck-designed jukebox features flashing cab lights, clearance lights, tail lights, brake lights, and headlights. Options include a $1/$5 bill acceptor with stacker and personalized, translucent film for a back-lit license plate.



Star Cruiser
Carson City Mfg.

This model is designed for bars and restaurants with water-related motifs. There are constant cabin, stern, and flagpole lights and sequentially flashing red/green navigational lights. It also features real mahogany toe rails, cabin sides, and transom.



Juke Jock
Carson City Mfg.

This, the company's latest model, is designed for sports bars. It looks like a huge tennis shoe and comes complete with shoe laces, canvas-appearing high-tops, and knobby soles. As Carson City Mfg. points out, "it makes our other models look conservative."

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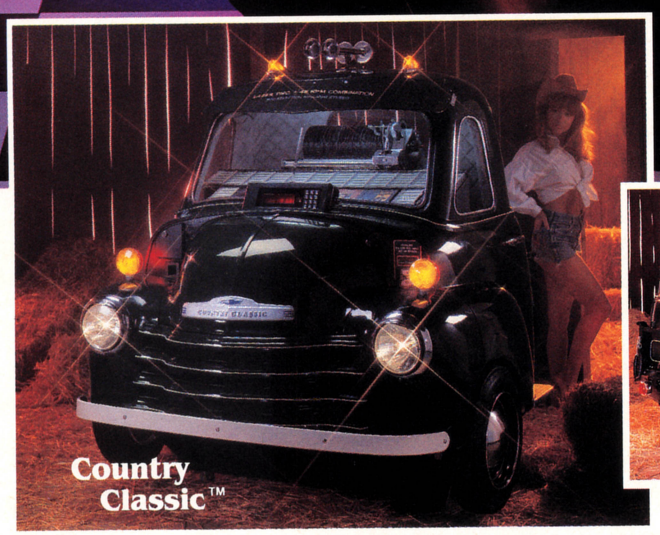
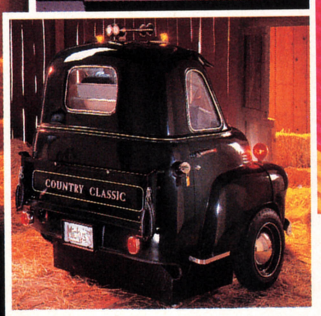
the HYPERBEAM™ 2000 LASER DISC SOUND SYSTEM

SongBird™





If you were a bar owner, would you choose a Seeburg Jukebox, a Rowe, Rock-ola...or one of these?

And, if you were a bar patron, which manufacturer's jukebox would you find the most compelling to play?

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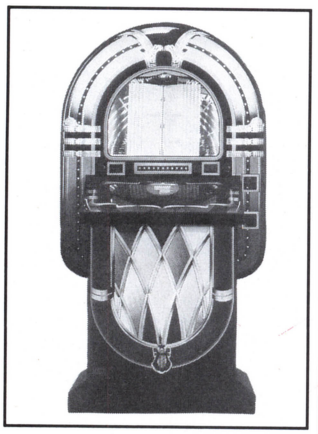
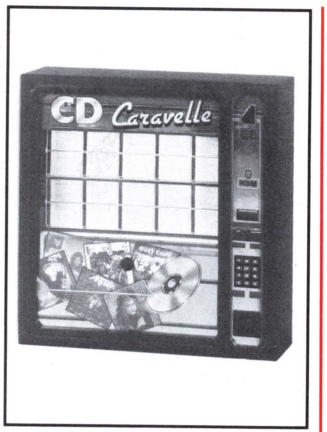
Jukeboxes

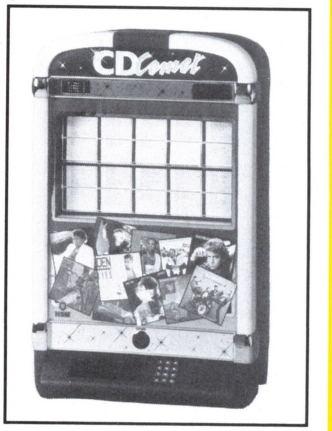


Route 66
Micro Manufacturing
This CD box, made by Britain's Sound Leisure, has such features as a 66-disc display (plus four for background music); background music facility with coin override and real time clock control; a two-tiered data retrieval system; a universal credit unit; and stereo or mono amplification.



Caravelle
NSM/Loewen-America
This is a more compact version of the *CD Fire Stream*. It's a CD wallbox for all dedicated CD jukeboxes by NSM-Lions, with a capacity of 1,600 titles. The flip chart title display shows 160 titles each step. The dimensions are 27 x 26 x 8 inches.

CD Fire
NSM/Loewen-America
This is a wall-mounted, dedicated CD phonograph with 100 CDs in two stacks; the stacks can carry both albums and singles. There's a capacity of 1,600 titles. The model also has a dust-protected disc drive, a monitor speaker, ES-IV technology, and "Hyperbeam" sound quality.



Fire Stream
NSM/Loewen-America
This model, which is merely a selector, has a full view of 180 CDs; the total capacity is a large 1,800 titles. Completely designed by NSM-Lions, the *CD Fire Stream* offers ES-IV technology.

Galaxy
NSM/Loewen-America
This dedicated CD phonograph holds 100 CDs in two stacks; the stacks can carry both albums and singles. Other features include eight-second access time, a capacity of 1,600 titles, and a dust-protected disc drive. NSM also manufactures the *Hideaway ES-IV* and *CD Hideaway*.

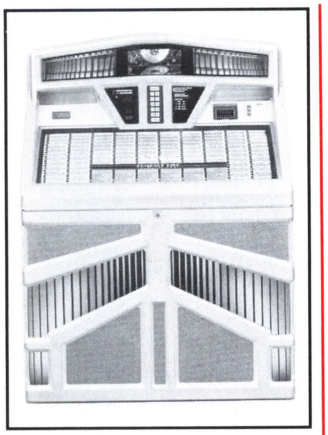
Laser Juke CD Jukebox
Pioneer
This unit can accommodate a total of 54 CDs and over 800 songs. It can incorporate up to three CD changers, each of which holds 18 discs. Among the functions are auto, free, album, and "best hits" play. Pioneer also provides software with its "Evergreen" and "Current Hits" compilation discs.

Laser Juke LaserDisc
Pioneer
This unit plays two 30-song LaserDiscs, for a total of 60 music videos. A large-screen monitor or TV for viewing the videos can be placed in a variety of locations, including the top of the unit. The data retrieval system allows you to see the paying customers' most and least popular videos.

Laser 2000
Rock-Ola
This dedicated CD unit has such features as 280 watts of total output; a bass compensation system for super bass response, even at low levels; plays up to 100 discs; cabinet covered with black leather grain vinyl, trimmed with gold; and equipped with $1 and $5 bill acceptor with 400 stacker.

Jukeboxes

Model 498CDX
Rock-Ola
This phonograph can play 200 45 rpm selections, plus CDs; 70 watts per channel, with 140 watts R.M.S. of total output; a new built-in background music control system; new cabinet design with high-tech, 3D graphics; and a new back-lit touch-pad selection switch with simplified PC board.

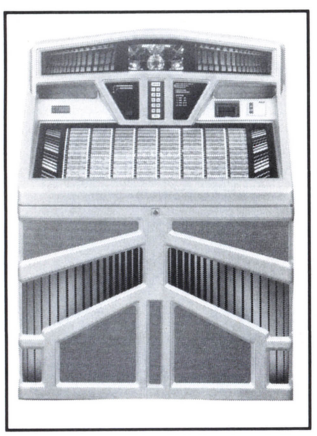


ComboStar
Rowe
This phonograph offers both 45s and CDs, with 160 selections for 45s and six CDs. The redesigned digital display shows the record playing, your selection, and the credits remaining. Other features include all-front servicing and maintenance and a $1/$5 bill acceptor.

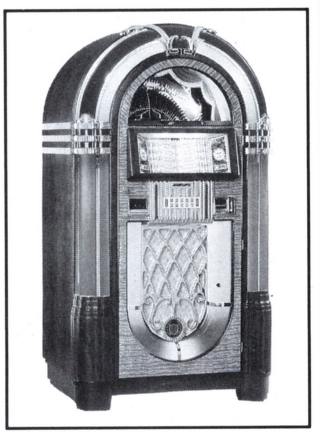
ROWE

DanceStar
Rowe
Rowe's latest model offers operators a weapon against DJs and their ability to play continuous music. A hideaway box is hooked to a Rowe CD box for non-stop CD music. As one song fades out, another one begins; there is no pause between selections.

LaserStar
Rowe
This dedicated CD jukebox has the ability to display 12 full-size CD jackets at a time, with the press of a button; it holds 100 CDs. The brightly-lit animation device at the top of the jukebox shows three rotating CDs in a reflective enclosure. A central control system monitors all functions.

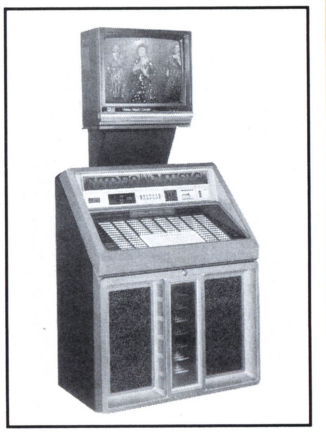


RoweStar
Rowe
This traditional jukebox with a modern design plays up to 200 vinyl 45 rpm selections through a dual-channel, three-way speaker system. A rotating ball in a mirrored enclosure highlights the top of the machine. This model, along with all "Star" series boxes, comes with a $1/$5 bill acceptor.



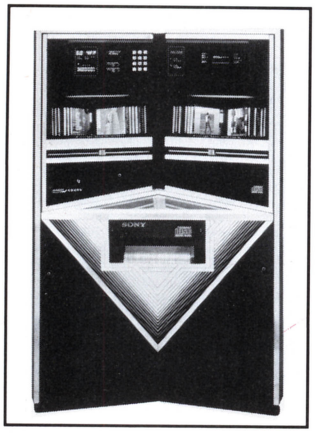
Nostalgia Bubbler RB-8
Rowe
This jukebox has the look of the past on the front and offers an interior with state-of-the-art electronics. It has the R-91 mechanism and is equipped with a 45 rpm turntable, amplifier and speakers. The cabinet has eight bubble tubes and changing colors. There's also a CD *Nostalgia* model.

Laser WallStar
Rowe
This CD wallbox has a choice of either 50 CD album covers/title strips or 6 CD album covers and up to 96 title strips (100 CD display). The box can interface with the CD *Hideaway* or *LaserStar* jukeboxes. A CBA-II bill acceptor has a capacity for 500 $1/$5 bills.



Video Jukebox
Rowe
In addition to the large 25-inch color monitor, up to 40 video and 160 audio selections can be programmed for rock, pop, country and urban contemporary. There's also a self-programmable message center. A CD/video jukebox that holds 20 CDs and 40 videos has just begun production.

Jukeboxes

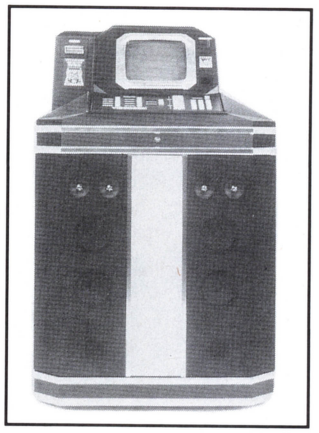


Laser Music SCD-1C, SCD-1D
Seeburg

Seeburg, the pioneer in all-CD jukeboxes, offers operators updated versions of models 1-A and 1-B. The key changes are movement of the displays from the center of the jukebox to the top, and the addition of a bill stacker. It holds 60 discs and over 600 total selections.

Laser Music Classic
Seeburg

Four hundred peak watts of musical power are packed in this all-CD nostalgia phonograph, as is built-in Amplifier Protection Circuitry. The "hot hits" discs feature selections from the Top 50 singles chart; the "All Occasion" is a 21-song disc of favorites.



Videobox
Videobox Networks

This unit combines laser disc technology with an automatic robotic stacking system. The selection system offers eight different categories of music, from rock and country to jazz and comedy. *Videobox* holds 30 discs, and two laser players are utilized to ensure no delays between selections.

Carnegie
Wurlitzer

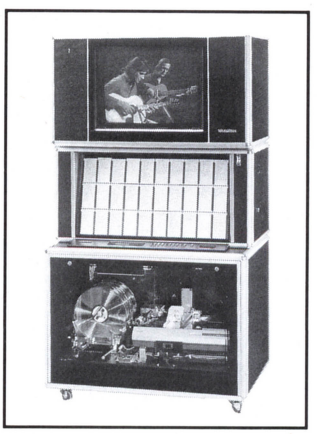
This model holds 50 CDs and more than 50 hours of music programming. Among the features are four speakers in a two-way stereo system; 200 watts of power; microprocessor control for operation and display of all features; and a play stimulator that plays a CD every one to 99 minutes.

SL 600
Wurlitzer

This is a 160-selection unit with four loudspeakers in a two-way stereo system. A three-digit LED display indicates the selection, credits, and the record playing. Remote selections are available from a standard remote wallbox via an adapter.

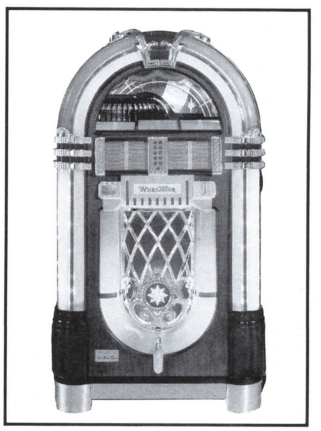
SL 900
Wurlitzer

Nicknamed "Make My Music," this jukebox offers 200 45 rpm selections on easy-to-read title strips. The modern cabinet design is new and sleek with black and silver colors. There's a 200-watt amplifier with eight speakers and continuous lighting effects.



Lasergraph
Wurlitzer

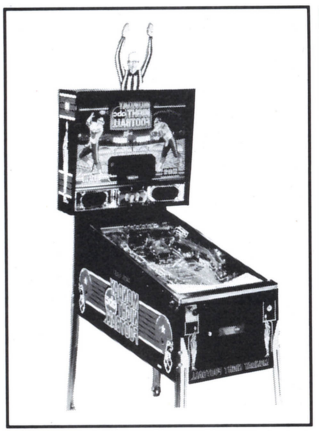
This video jukebox utlizes 12-inch laser discs instead of videotape. The modular system includes a remote selection unit and several screens. The popularity meter shows operators the top hits.



One More Time
Wurlitzer

In the design of the most popular jukebox ever produced, Wurlitzer re-creates its *Model 1015* with back-illuminated rotating color drums and a pulsating light band. The box pumps out 200 watts of power, with six speakers and a three-way stereo system. There are 100 45 rpm selections.

Pinballs

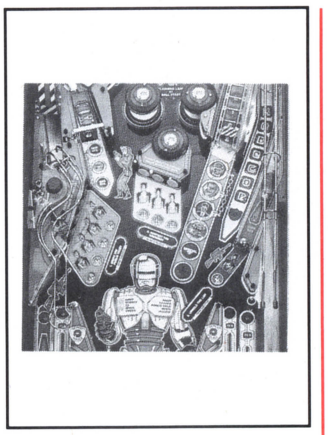


Monday Night Football
Data East Pinball

This pin celebrates the 20th anniversary of an American sports staple for TV viewers. Miniature goal posts rise from the gameboard, with Frank Gifford calling the extra point. A rendition of "All My Rowdy Friends" by Hank Williams Jr. is on the soundtrack. There are also digitized sound effects.

The Phantom of the Opera
Data East Pinball

This macabre pin has backglass and playfield art by famed pinball artist Paul Faris. The soundtrack includes music and chilling screams. Players activate the organ door to uncover the Phantom's hiding place, kicking-in multi-ball action. There are also solid-state electronic flippers.



Robo Cop
Data East Pinball

Data East's successful video of the same name has come to the pinball arena. It features solid-state electronic flippers, digital stereo sound, and an authentic digitized voice track. The playfield includes a daring jump ramp to help players capture fugitives and one million points.

The Bally Game Show
Midway Manufacturing

This tongue-in-cheek pin is based on typical daytime programming, featuring parodies of game show contestants. They spin the "big wheel," spot letters, and joyride ramps to win TVs, trips, cars, trucks, and big money. There's also a flashing applause sign on the backbox.

Mousin' Around
Midway Manufacturing

Players strive to spell C-H-E-E-S-E in this whimsical pin. Field mice collect "Cheezy Bonuses" and make off with an extra ball or special. Players can also set traps by spelling M-O-U-S-E T-R-A-P and lock one ball in each to start triple multi-ball, with a five-million point jackpot.

Pool Sharks
Midway Manufacturing

This is a pinball first: two games in one. Players are given a choice between eight- or nine-ball, as well as a chance to take on the three toughest "sharks" in the house. There are menacing sharks on the backglass, along with a suit-clad shark flanked by two lovely women.

Lights, Camera, Action!
Premier/Gottlieb

This gun-fighting pin features ball jets, automatic skill levels for the novice/average/advanced player, and a new electronics package. There are also such innovations as player-interactive lightbox animation, flood lights, and a playfield that rotates.

Silver Slugger
Premier/Gottlieb

This baseball-themed pin is the first in the company's "SL" series, designed specially for street locations. These pins, simpler in design, will be hundreds of dollars less expensive than most. *Silver Slugger* features multi-ball play, dual game scoring, and ticket dispenser wiring.

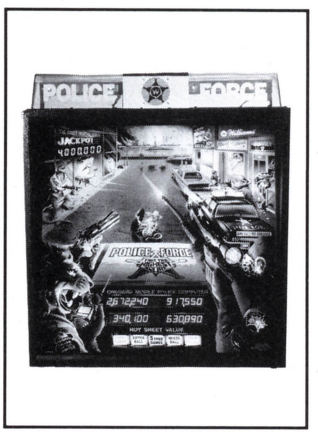
Pinballs, Video Card Games

Bad Cats
Williams

This pin features a challenging "Linear Target." The harder the target is hit, the greater the value of the "Fish Bone-Us," which can build up to five million points. Once players spell out B-A-D C-A-T-S, a "Fishbowl Jackpot" of eight million points is possible—the largest ever offered.

Black Knight 2000
Williams

This medieval-themed pinball has two levels, with a unique upper playfield that lifts to eye level. Other features include the upper playfield "Loop Champ" that tests the number of loops a player can make; a magnetized method of saving the ball before it drains; and a musical "choir."



Police Force
Williams

A host of nefarious animal characters are featured in this pin, including Machine Gun Croc, Drug Rat, Loan Shark, and Diamond Weasel. Game features include a moving police car that provides multi-ball action. Once loaded, the car leaves headquarters, down a track, to release locked balls.

Whirlwind
Williams

In keeping with the pin's name, there is a special wind-making fan on top of the machine. Other features include the playfield action of three counter-rotating spinning discs, six jet bumpers, and wind-related animation. There's also a "Super Cellar Door Value" with seven distinct bonus awards.

Hold 'Um/Hold Up
Altec

Cowboy figures in different colored hats with numerical designations highlight this video poker in a cabinet with Nevada-style coin acceptor and Rowe $1-5-10-20 bill validator and $1,000 bill stacker. Also available in new oak cocktail cabinet with optional cushioned seat.

Quarter Horse
Arjay Export

A horse racing game with 19-inch monitor, heavy-duty industrial-type disc player, dual coin entry, adjustable number of credits, electronic audit system, and optional bill acceptor. For those desiring flexibility, a redemption option is available.

Electronic Six Card Bingos
Atlantic & Pacific

A series of electronic bingos in a pinball-style cabinet. Choices include Daytona, Louisiana, New Orleans, Old Brussels, Continentals, Presidents, New Continental, New York, Columbia, and Extra Six Card.

Lucky 8 Lines
Atlantic & Pacific

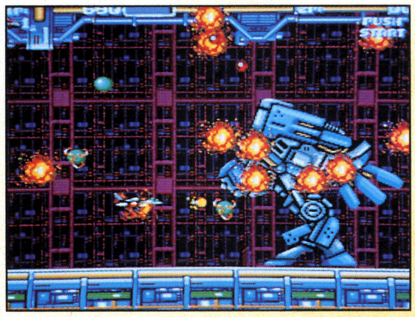
A credit-scoring game in which players can choose to double-up their credits or remove articles of clothing from a woman pictured on the color monitor. There are eight different directions to win. The cabinet is constructed of plywood and mica woodgrain.

namco / KANEKO

Come, Fly the Not-So-Friendly Skies!

AIR BUSTER™

"You've heard the rumors, now welcome reality . . . The final word in air-to-air combat has arrived!"



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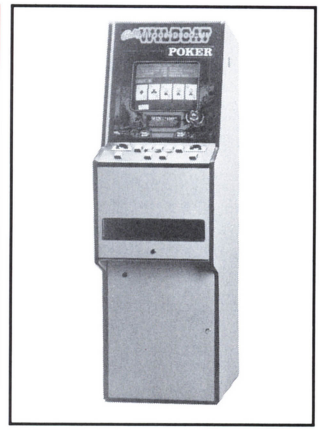
Video Card Games

ATLANTIC & PACIFIC



Cherry Master
Atlantic & Pacific

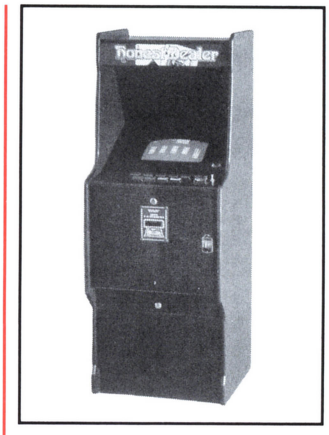
An 8-line video featuring three kinds of bonuses: cherry bonus stage where the screen goes pink, bell bonus stage where the screen goes blue, and one-bar bonus stage where the screen goes green. There's also a big bonus double-up feature; a $1-5-10-20 bill acceptor is standard. Also available, the new *Super Bell*, a jackpot game with progressive bonuses.

Wildcat Poker
Bally

Features include increased game play speed with Auto Hold, which automatically holds a winning hand; and Auto Re-bet, which automatically bets the last valid wager. This game and Bally's *Wildcat Keno* are both licensed in Montana.

Draw 88 Poker
Big Ten Electronics

Standard features include electro-mechanical meters, battery back-up memory, complete software accounting, and a 13-inch Wells-Gardner monitor. Among the operator-programmable features are: continuous play credits, three sound modes, and two card styles.

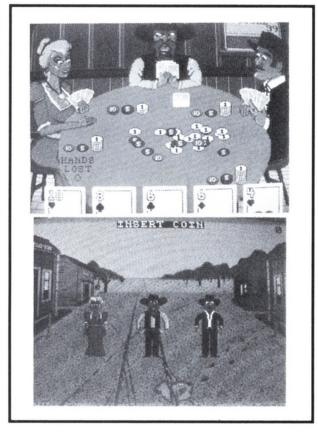


Honest Dealer Black Jack
Drew's Distributing

A video card game that plays from one to five hands of Black Jack against the dealer, authentic Atlantic City-style Black Jack. Features include a new style CPU board, static control built-in, and $1-5-10-20 bill validator standard.

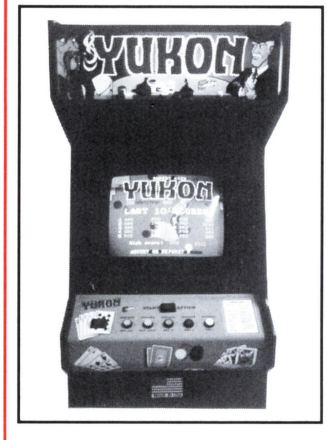
Super Bonus Deluxe
Drew's Distributing

New cheat-proof software is included in this newest model from Drews. There are also double coin switches, linear power, and $1-5-10-20 bill validator. Also available: the *Deuce's Wild* video card game with bonus and raise features.



Showdown
Exidy

The player sits in with three animated poker players in an Old West setting. The game features operator-selectable levels of difficulty; it comes as a dedicated upright, countertop, or universal kit and is 100 percent amusement only, based on high score.



Yukon
Exidy

An Old-West themed poker game that plays like *Showdown* without the gunfight at the end. A six-button universal, it also comes as dedicated upright or conversion. The game offers ticket dispensing and token features.

Fox 1000S Keno
Game Sales Manufacturing

A unit with two types of playing cards. It plays one to 20 credits per game, with the ability to mark one to 10 spots. Other features are automatic replay, random double bonus, electronic bookkeeping and diagnostic tests, and adjustable speed of play.

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- ★ Static Control Built In
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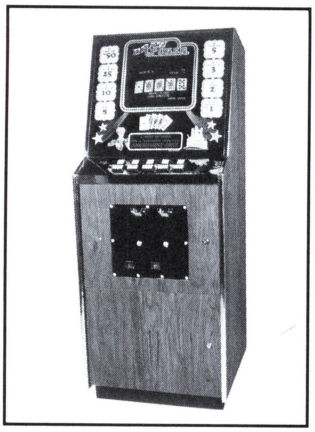
Tiger Paw

- ★ Solid State C.P.U.
- ★ Adjustable Vend Price
- ★ Bill Acceptor Option
- ★ Ticket Dispenser Option

Super Bonus Deluxe

- ★ Drew's Double Coin Switches
- ★ New Cheat Proof Software
- ★ $1 $5 $10 $20 Bill Validator
- ★ Linear Power Supply

Video Card Games



Super Poker
Game Sales Manufacturing
Hinged double front doors highlight this game that comes with three types of graphics and a selectable set-up mode. Among the games are Raise, Double Up, and Half Double Up. Options include mystery "bonus" jackpots, and automatic deal/play.

Fox 1000S Super Poker
Game Sales Manufacturing
This model offers the same features as *Super Poker* and is available with high score/initial programs, printers, and ticket dispensers. Other available games include Checks 'n Squares, Dwarf's Den, Texas Draw, and Tennessee Draw.

Atlantic City
Grayhound Electronics
An adult entertainment video that offers a choice of five games in one cabinet: Joker Poker, Black Jack, Rolling Bones, Casino Slots, and Horse Race. Available also as a 9-inch or 13-inch countertop for locations with space limitations.

Casino Games
Grayhound
A multi-game unit offering Casino Slots, Black Jack, Joker Poker, Rolling Bones, Horse Racing, Dog Racing, Beat the Spread, Pull Tab Bingo, Superbowl, and Play the Races; a Rowe $1/$5 bill acceptor is optional. It also comes as a countertop.

Combination Lucky 8 Liner and Super Trivia
Grayhound Electronics
A winning combination of the *Lucky 8 Liner* and *Super Trivia* for appeal to a wide audience. Available with 19-inch monitor in a standard upright cabinet measuring 32 inches deep, 71.50 inches high, and 25.50 inches wide.

Deluxe 8 Liner
Grayhound Electronics
There are eight different ways to win as players either double-up scoring or remove an article of clothing from the woman seen in the computer graphics. It comes coin or non-coin operated with a 19-inch monitor and optional bill acceptor; also a kit.

Super Poker
Grayhound Electronics
Upright cabinet (also countertop and kit) with added features and many options for operators, such as adjustable win percentages. There's also an optional new Grayhound bill acceptor for $1-2-5-10-20 bills. Also available: *Hi-Lo Double-Up Joker Poker*.

Draw Poker
Kramer Manufacturing
A game of basic five card draw poker set for quarter or nickel play. Features include actual shuffle on every hand, unlimited coins in, and eight or 15 credits played per hand. Options: 15 replay version, bill acceptor, ticket or token dispenser.

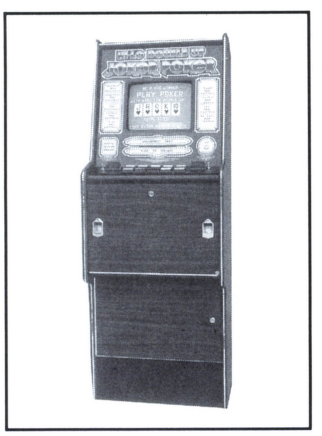
Video Card Games

High Speed Bonus
Kramer Manufacturing
Features include a super bonus and random bonus, bonus draw, auto draw, auto bet, raise, auto raise, fast or slow deal, full or half-bet hi-lo. There is a wide range of difficulty settings and it can be set for quarter or nickel play.

Jackpot Bonus
Kramer Manufacturing
Instant double bonus game now available. For the jackpot, a player wins 500 points on four deuces; in random bonus the player wins instant bonus on a pair of natural deuces. Added jackpot bonus features are bet and raise, half-bet or full-raise on hi-lo play.

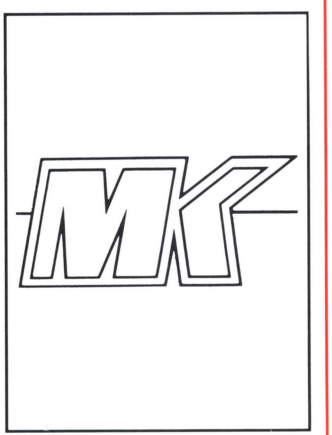
Joker Poker/Black Jack
Kramer Manufacturing
A unit offering two games in one cabinet; one is a Hi-Lo Joker Poker and the other is a casino-style Black Jack. Players can easily choose either game. The Black Jack game features Double Down and Surrender.

Kasino
Kramer Manufacturing
A game expandable from four games (Black Jack, Craps, 5-Card Draw, Hi-Lo) to more. Features include on-screen advertising, built-in power supply, no credit or replays, self-diagnostics, and an accounting system. It comes in upright, cocktail, and kit.



New Hi-Lo Double-Up Joker Poker
Kramer Manufacturing
A basic five-card Hi-Lo game that is easy to understand. There's a superwide range of difficulty settings, a menu change, double coin mechs, plus anti-static and cheat-proof features. The game is totally secure for all bill acceptors and dollar values.

Riverboat Poker
Kramer Manufacturing
Features include super raise, full or half-bet hi-lo, auto bet, auto raise, and a wide range of difficulty settings. It can be set for quarter or nickel play; options are 15 replay hi-score version, bill acceptor, ticket or token dispenser.



Super 8 Lines
Kramer Manufacturing
Kramer's legitimate 8-line game that comes in a "works-in-a- drawer" cabinet for easy access. Features include Hi-Lo Double-Up Stripper, Bonus, double coin mechs, and adjustable difficulty level. A bill acceptor is optional.

Dodge City
Merit Industries
Exciting new graphics appear in this classic game with Chicken Draw Bonus Feature. It comes standard with dual coin mechs; bill acceptors are available. The game is made in Pennsylvania and complies with the state law.

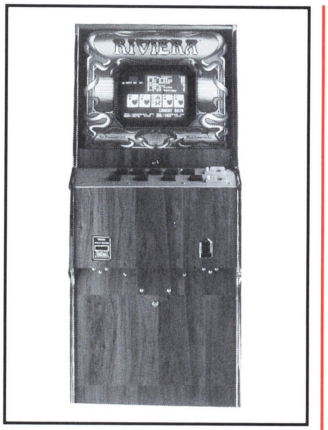
Video Card Games

Keno Superstar
Merit Industries

A Montana-approved game with 19-inch screen, it comes with a journal printer for state-regulated operations. The cabinet is woodgrain with chrome trim and comes ready for a dollar bill acceptor. It is also available with Montana-approved program.

Montana Superstar
Merit Industries

An all-new look in a Montana-approved game housed in a casino-style metal, chrome, and wood cabinet. This is a video poker deemed legal in Montana. It comes with a bill acceptor that handles denominations of $1-5-10-20 bills.



Riviera High Score
Merit Industries

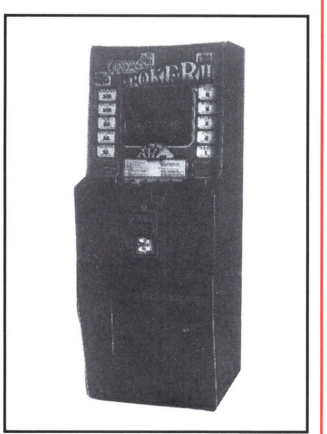
All new hi-scoring play action, hi-score display for top players, operator-selectable double-up and raise, and twin bonuses each with separate controls. Specialized programs available such as Americana, Tennessee, Michigan, and Montana-approved.

South Dakota Superstar
Merit Industries

This video poker has been approved in the state of South Dakota. It is housed in a casino-style cabinet constructed of metal, chrome, and wood. A bill acceptor to handle $1-5-10-20 bills is standard.

Lucky 8 Lines
Micro Manufacturing

Features include a 13-inch or 19-inch Wells Gardner monitor, a Mars $1-5-10-20 bill acceptor, and a one-year warranty. Other games available are *Lucky 89, Lucky 55, Lucky 77,* and *Lucky 75*; all offer a variety of bonuses, jackpots, and free plays.



Turbo Poker II
Micro Manufacturing

Features include raise after deal, bonus jackpot, hi-lo bonus hand, extra cards, low pairs win, and automatic draw, deal, and bet. Also available: *Turbo Joker Poker* and *Classic Poker*. All three come in upright and countertop, both styles with bill acceptor.

Strip Poker
Omni

Available in upright or kit form, this game features a real photograph of a fair-haired woman stripping. In upright, it has a Wells-Gardner monitor, bill acceptor, and easy dip switch settings. The kit includes board, harness, buttons, and power supply.

Draw 80 Poker
SMS Manufacturing

A control panel of heavy duty stainless steel makes this game distinctive. It has a Wells-Gardner color monitor mask-mounted directly to the cabinet, flashing lights for the winning hand, easy-release plexi face glass, dual anti-cheat coin mechs, and dual locks.

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Superstar

AN AMERICAN CLASSIC

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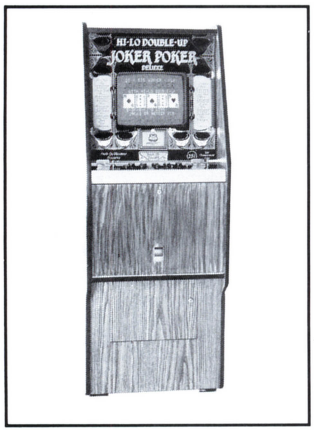
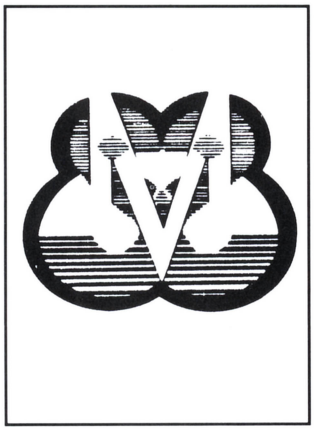
Video Card Games



Hi-Lo Double-Up Joker Poker Deluxe
SMS Manufacturing

Super-fast playing action highlights this game with automatic raise, automatic replay, on-screen options menu, and 13-inch Wells-Gardner color monitor. The standard *Hi-Lo Double Up Joker Poker* is also available.

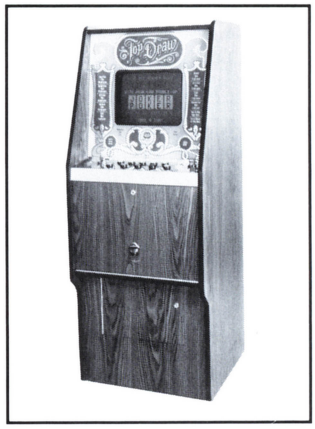


Keno
SMS Manufacturing

This is the game of Keno as it is played in Las Vegas. Players pick from one to 10 spots and the game calls 20 numbers out of a possible 80 choices.

Montana Draw Poker
SMS Manufacturing

A casino-styled, Montana-approved *Draw Poker* game in an all-steel cabinet with chrome front door, anti-jam front door lock, logic board housed in a separate locked compartment, and removable player control panel that allows for conversions. The monitor is a 13-inch Wells-Gardner with front controls.



Top Draw
SMS Manufacturing

Features include dual bonuses (super/random), Jacks or Aces minimum win, all or half-play Hi-Lo, and a skill stop option. It comes complete or as an upgrade kit for other games with similar PCB configurations.

South Dakota Video Keno
SMS Manufacturing

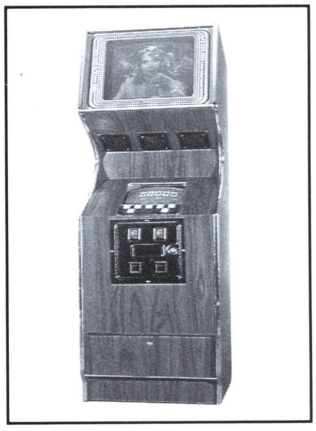
A brand new video *Keno* game in a casino-styled cabinet of all steel. The game meets all requirements of the South Dakota video lottery and has a Mars 1,000 bill stacker unit *inside* the machine. The bill acceptor takes $1-5-10-20 bills.

South Dakota Draw Poker
SMS Manufacturing

A brand new *Draw Poker* game that meets all requirements of the South Dakota video lottery. The cabinet is all metal and features a Mars 1,000 bill stacker unit *inside* the machine. The bill acceptor takes $1-5-10-20 bills. Other games available in this cabinet style include *Bayou Bingo, Draw Poker,* and *Video Pull Tab.*

AT5100 TV Poker
Tekbilt

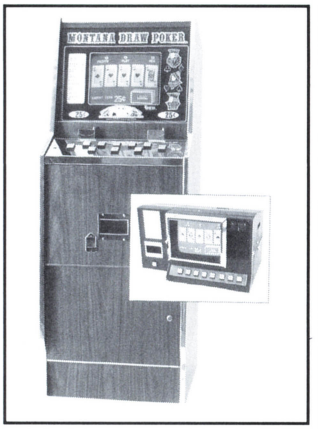
Two small remote control devices connect with a modified 19-inch color TV to allow patrons to play Joker Poker, then switch instantly to regular TV programming. The company also offers the *Powerhouse* cabinet for poker or 8-line games and the *Zanadew* ticket dispenser.



Casino Strip
Quantum Industries
(formerly Status Games)

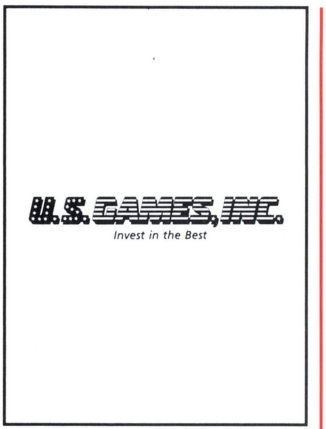
A laser disc video with adjustable settings, adjustable rating of the strip, and difficulty level. Both men and women are featured in the game, available with an amusement poker program or non-poker program. The game comes in upright or countertop.

Video Card Games, Video Countertops

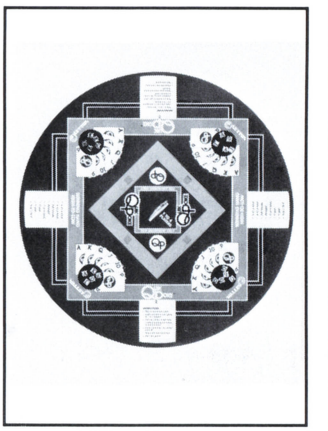


Montana Draw Poker
Quantum Industries
A Montana-approved game that features dual coin chutes, complete software and hardware bookkeeping, an easy-load printer, and battery backed up memory. It is available in either solid wood upright or metal countertop.

Dakota Poker
U.S. Games
A newly designed Jacks-or-better poker game that meets all South Dakota requirements. Features include a 13-inch Hantarex color monitor, Mars $1-5-10-20 bill acceptor, and 600 bill stacker unit, all housed in an upright cabinet.



Pot-O-Gold
U.S. Games
A video pull tab designed to meet requirements of the South Dakota video lottery and Indian reservations. The unit can feature either fruit symbols or Indian motif symbols to suit individual locations.



Quik Poke
Valley Recreation
Cards and dice appear on the playfield of this new and different electromechanical game available as a cocktail table or on a pedestal base. One to four players can play for one quarter; operators can adjust the timer. Play Hi-Lo or Liar's Poker.

Lucky 77 Strip Poker
Yamate
A seven card strip poker featuring a jackpot earned when all cards are jacks, queens, or kings; it becomes a bonus when all cards are jacks, queens, kings, and jokers. Players also get a Nude Bonus. Available as an upright or in the *Lucky Mini* countertop with 10-inch monitor.

Jolly Poker
Dynamo/Stella
The game features five decks of mechanical spinning cards, including the jokers. There are three levels of play for beginner, professional, and master; and a Double-Up feature that allows players to twice challenge the game and extend winnings.

Big Joke
Grayhound Electronics
An amusing game that lets players see part of a joke on the screen and have a chance to choose from three possible answers. Joke categories are customized for the location, and there are a large selection of game play options. Also available as upright or kit.

Reel Fun
Grayhound Electronics
A complete-the-puzzle game featuring 25,000 puzzles, scoring reel, and a host of options. Among the options: one to four players, clock time and free play, misses per game, and player-out solving option. Also available as upright or kit.

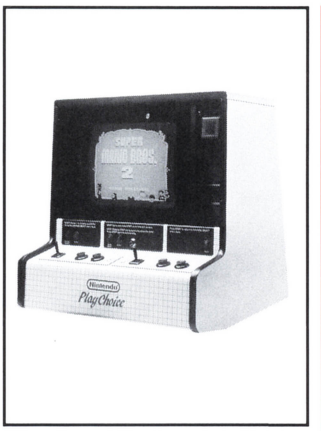
Video Countertops, Electronic Darts

Video Trivia
Grayhound Electronics

Choose from countertop, upright, and cocktail models of this trivia game with categories as diverse as science, music, comics, sports, TV M.A.S.H., Hollywood, cartoons, TV soaps, general knowledge, and more. A game for one or two players.

Pit Boss Superstar
Merit Industries

The ultimate *Pit Boss*, this model offers a choice of 15 games: Bonus Black Jack, Joker Poker, Super 7 Stud, Sex Trivia, Tic Tac Trivia, Super Phraze Craze, and many more. Features include full bookkeeping and diagnostics, plus the Video Billboard Kit, which offers 12 screens of custom advertising.



PlayChoice
Nintendo

The versatility of the *PlayChoice* concept now in countertop form, offering easy software changes for multiple games. There are over 40 game choices in the Nintendo library. The cabinet has button and joystick controls for two players.

Bet or Fold
Quantum Industries
(formerly Status Games)

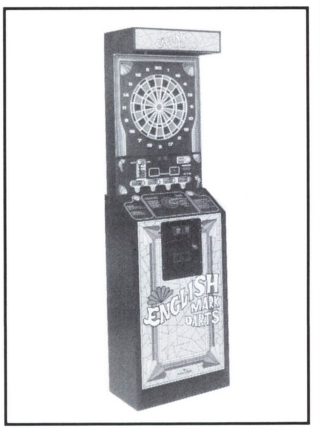
A conversion for the Status System I, the theme is amusement poker. Players use the same skills as in a live poker game: bluffing, calling, raising, and folding. An original feature is the game's capacity to hold up to 20 top high scorers.

Pick 'n Play
Quantum Industries
(formerly Status Games)

A multi-game kit with 12 games: Draw Poker Deluxe, Horse Race Derby, Super Hang Man, Guess-A-Sketch, Sports Triv, Movie Triv, Entertainment, and more. Available as an update to Status System I games, universal kit, or dedicated countertop.

Super Duper Casino
U.S. Games

The new 18-game version featuring AutoSelect to determine the least-played game, and AutoAdjust to evaluate play and make skill-level adjustments. Games include Rush Hour, U.S. Craps, U.S. Black Jack, U.S. Slots, and trivias. Available in full and mini upright, nine-inch or 13-inch countertop.



English Mark Darts 4500
Arachnid

An economy model with durable Lexan top and bottom panels along with a touchswitch front panel. Competitors can play four popular games on either 25- or 50-cent play. Maintenance has been simplified, with faster bulb changes from the back and fewer electrical components.

Master 7
Arachnid

Designed for master level players, this model offers seven new games and three old favorites. Among the new games are Poker Darts, Black Jack Darts, Darts Roulette 200, and Ship-Captain-Crew Darts. It is available as a kit for the *6000* or *6000 Plus*.

TOP of the League

THE ULTIMATE LEAGUE MACHINE JUST GOT TOPPED!

Topped with the biggest, brightest, most functional monitor. Making game and game play more visible to players and spectators.

The NEW 6300T carries all the great features of the English Mark Darts® 6300 like front access components, a fun and profit generating menu of games, the Arachnid Web®, Spider Writer®, credit accumulation, a new brighter lighting system using florescent lights and of course the 12" overhead monitor, plus many more features.

Top off your profits with English Mark Darts.
The time proven earner, year after year!

New!
Bigger, Brighter Overhead Monitor -
Now 12" for easy visibility from across any location.

Easily Read From 50 Feet!

New!
New Lighting System -
Twice as bright, now with florescent lights.

New!
Arachnid Web® -
80% more catching surface, means less fallouts and quicker games!

Coin Credit Card -
Adjust the price for your market!

Spider Writer® -
Greet your patrons with a special message or promote leagues, tournaments or location specials!

Menu of Games -
301 Open in/ Open out
Count Up
Tic Tac Darts®
501 Open in/ Open out
701 Open in/ Double out
301 Double in/ Double out
Three Versions of Cricket
1) Regular Cricket 2-4 player
2) Cut Throat Cricket 2-4 player
3) Team Cricket for 2 teams

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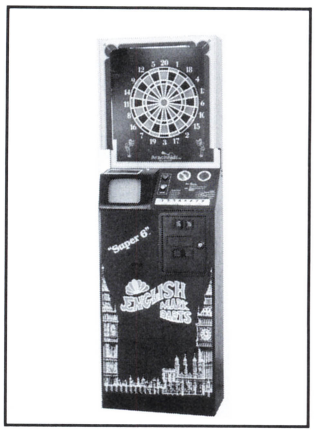
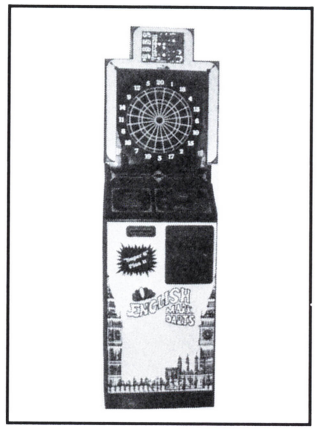
Electronic Darts

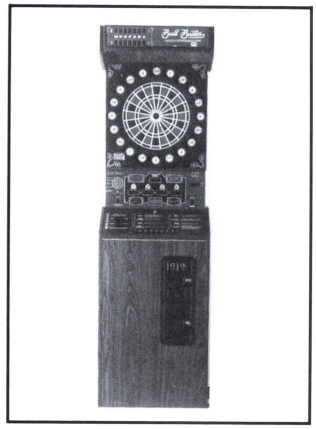


Super 6
Arachnid
This version of English Mark Darts comes with a nine-inch video monitor. Replacing an LED allows for more elaborate scorekeeping. Cricket and Baseball strategy games have been added and there's a choice of either 25-cent or 50-cent games. Also available in an elegant oak cabinet model.

6300 Super 6 Plus II
Arachnid
This new model offers three new Cricket games for two to four players and a switchable double bullseye. Standard are the Arachnid Web, Spider Writer, League Slot, variable price switching, auxiliary TV hookup, and accumulating credits. Conversion update kits are available.

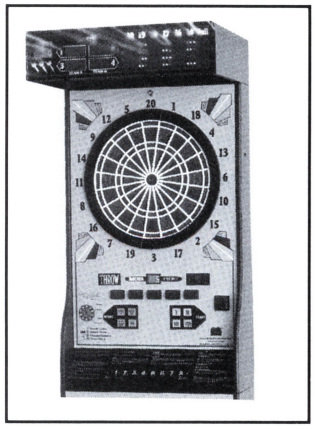


6300 T
Arachnid
A larger 12-inch overhead display monitor is the standout feature that makes game play more visible for both league tournament players and spectators. This game has all the same features as the English Mark Darts 6300 and all the popular games.

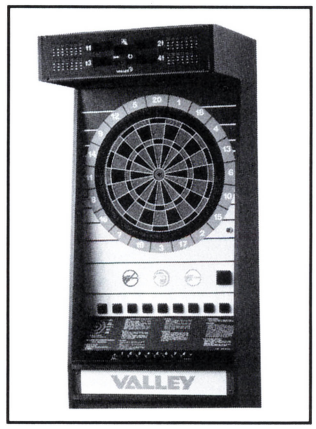


Bull Buster Deluxe
Merit Industries
Cricket and Baseball are included in this deluxe model with bright overhead display and the availability of output for a remote video monitor. A catch-ring saves dart tips and improves players' shooting. Operator features include dual coin mechs and a large cash box.

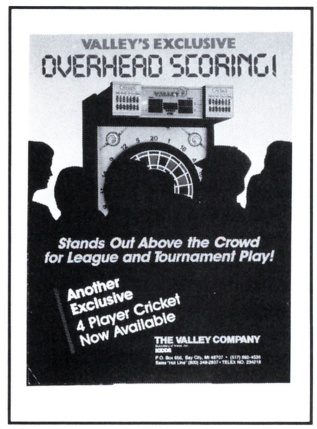
Crick-Kit
Merit Industries
This easily installed kit allows operators to add Cricket and Baseball to all *Bull Buster* and *Pub Time Darts* models. There's an extra scoreboard and message center, as well as an exclusive game credit system. The overhead display is large and bright.



Pub Time Premier II Plus 2
Merit Industries
A game loaded with features: 25 games and variations, automatic player change and missed dart sensor, unique credit retention system with readout, Stat-Pak (Merit's original player statistics software), convenient league envelope Side Slot, and patented service door for total front access. Also available as a kit.



New Cougar Darts
Valley Recreation
Look for the new Cougar logo and a host of features: overhead scoring with four-player Cricket standard, new graphics, league software with Feats readout, flush mounting for shadow-free play, a spider closest to the bristle board to attract steel-tip players, and Valley's selectable, patented double bull's eye.


VALLEY'S EXCLUSIVE
OVERHEAD SCORING!
Stands Out Above the Crowd for League and Tournament Play!
Another Exclusive 4 Player Cricket Now Available
THE VALLEY COMPANY

Four Player Cricket
Valley Recreation
An exclusive, four-player version of Cricket as an option for the original models of *Cougar Darts* and *Royal Dartes*. The easily installed kit allows one to four players to select conventional or cut-throat Cricket. Valley also has the T-60/30 Target, a thin-ribbed spider target that goes with all their games as a retro-fit kit.

1990 SPRING BUYER'S GUIDE INDEX

(companies are listed in alphabetical order)

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Hoffman Estates, IL
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FAX (708) 934-0555

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FAX (213) 320-2597

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FAX (408) 996-8736

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FAX (612) 445-6083

Chevalier International
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FAX (408) 492-1299

Jaleco USA Inc.
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FAX (708) 480-9231
Niles, IL 60648
(312) 647-7087

Konami Inc.
900 Deerfield Pkwy.
Buffalo Grove, IL 60089
(708) 215-5100
FAX (708) 215-5144

Kramer Mfg.
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Croydon, PA 19020
(215) 788-8516
FAX (215) 788-8953

The Leland Corp.
1841 Friendship Drive
El Cajon, CA 92020
(619) 562-7000
FAX (619) 562-9468

Merit Industries
P.O. Box 5004
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Bensalem, PA 19020
(800) 523-2760
(215) 639-4700
FAX (215) 639-5346

Micro Mfg.
535 Old Nashville Hwy.
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HOT SINGLES

TITLE Label & Number/Distributing Label	ARTIST
1. Black Velvet Atlantic 7-88742	Alannah Myles
2. Love Will Lead You Back Arista 9938	Taylor Dayne
3. Escapade A&M 1490	Janet Jackson
4. Roam Reprise 7-22667	The B-52s
5. I Wish It Would Rain Down Atlantic 7-88738	Phil Collins
6. I'll Be Your Everything Sire 7-19959/Warner Bros.	Tommy Page
7. All Around The World Arista 9928	Lisa Stansfield
8. I Go To Extremes Columbia 38-73091	Billy Joel
9. Keep It Together Sire 7-19986/Warner Bros.	Madonna
10. Get Up Before The Night Is Over SBK 07315	Technotronic
11. C'mon And Get My Love FFRR 886 798-4/Polydor	D-Mob
12. Don't Wanna Fall In Love Warner Bros. 7-19933	Jane Child
13. No Myth RCA 9111	Michael Penn
14. No More Lies Ruthless 7-99149/Atco	Michel'le
15. Here And Now Epic 34-73029	Luther Vandross
16. All My Life Elektra 7-64987	Linda Ronstadt/Aaron Neville
17. Forever Mercury 876 716-7	Kiss
18. Just A Friend Cold Chillin' 7-22784/Warner Bros.	Biz Markie
19. Sacrifice MCA 53750	Elton John
20. Price Of Love Epic 34-73094	Bad English

COMPACT DISCS

TITLE Label & Number/Distributing Label	ARTIST
1. Nick Of Time Capitol C2-91268	Bonnie Raitt
2. Forever Your Girl Virgin 2-90943	Paula Abdul
3. ...But Seriously Atlantic 82050-2	Phil Collins
4. Janet Jackson's Rhythm Nation 1814 A&M CD 3920	Janet Jackson
5. Cosmic Thing Reprise 2-25854/Warner Bros.	The B-52s
6. Alannah Myles Atlantic 81956-2	Alannah Myles
7. Blue Sky Mining Columbia CK45398	Midnight Oil
8. Soul Provider Columbia CK 45012	Michael Bolton
9. London, Warsaw, New York Epic EK45472	Basia
10. Cry Like A Rainstorm Elektra 60872-2	Linda Ronstadt
11. Storm Front Columbia CK44366	Billy Joel
12. Girl You Know It's True Arista ARCD 8592	Milli Vanilli
13. Affection Arista ARCD-8554	Lisa Stansfield
14. Live Arista A2CD-8613	Kenny G
15. Full Moon Fever MCA MCAD 6253	Tom Petty
16. Journeyman Duck 2-26074/Reprise	Eric Clapton
17. Pump Geffen GHS2-24254	Aerosmith
18. Back On The Block Qwest 2-26020/Warner Bros.	Quincy Jones
19. The End Of The Innocence Geffen GHS 2-24217	Don Henley
20. Please Hammer, Don't Hurt 'Em Capitol C2-92857	M.C. Hammer

AND NOW . . .
A WORD FROM OUR READERS!!!

An operator challenged us to provide space and invite everyone in the coin machine business to write about what is right, wrong, or can be corrected within the industry. OK, here's the space. Now it's up to all of you to fill it with comments on the industry. We will not print your name if you so request, but we will print your comments just as you have them. The operator suggested running the page for three issues, but we will leave it indefinitely if you continue to send your opinions.

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READER'S RESPONSE

OPERATORS: This column is devoted to you. It is your chance to have your voice heard on the state of the industry. We welcome all complaints, compliments, and comments. We will print your letters as received, when possible. We would appreciate it if you would refrain from sending a scathing letter about a specific manufacturer. Instead, we would like your general observations on the industry. Your name will not be used if you prefer. Take a few moments to share your thoughts with the rest of the coin-operated entertainment industry. There is a self-addressed sheet waiting for you to fill out and return to us.

Standard suggestions

I have two suggestions for the AMOA standardization committee. Games should have an attract mode on/off switch next to the volume control inside the front door. The attract mode should be on, but some locations just won't cooperate with operators. My other suggestion is Williams' pinball coin mechanisms. Eliminate those "cotter keys" to hold them in. I'm running out of paper clips.

Stockton, Calif.

50-cent play

We've been trying to place equipment with 50-cent play for over a year now. Most of the time it has had limited success. The reason for this has been that either the game has been a 90-day wonder or because other operators have been too shortsighted and put the same games out at 25-cent play. I realize that this is not an easy problem to solve.

So what's the answer? What if manufacturers only produced games that were thoroughly tested for income and continued to produce stable earnings for at least three months, like *Cabal, Heavy Barrel, WWF Superstars, Arch Rivals, Out Run, Operation Thunderbolt*, etc. What if video games couldn't operate at less than three credits for $1? Pinballs would be tested with the same scrutiny and would only be available at three balls for 50 cents, two games for 75 cents, and three games for $1.

I feel if we wait for the operators in this country to finally take a strong 50-cent stance or for the manufacturers to justify what they want us to pay for equipment, we may be fighting a losing battle to make the profits we deserve. Therefore, we need quality games with 50-cent play or higher options only. Can we continue to operate in the '90s if today's dollar is only worth 25 cents at best?

The only other salvation we have is to get working on the proposed legislation for a new dollar coin and the elimination for the dollar bill. This new coin will give us the opportunity to operate with the pricing structure we need to make a decent profit in this industry.

Contact your congressmen and ask them to co-sponsor H-1068, and contact your senators and ask them to co-sponsor S-814.

The time is now!

Arthur Palter
Woburn Vending

Ralph Lally award

I was very happy to see Play Meter give out its Ralph C. Lally II award at the recent ACME show. Ralph was a true industry lover and we operators always looked to him with admiration and respect.

Since Ralph was "one of us," I think he truly felt that he knew what operators felt. I had only a few conversations with him at shows, but those talks made me appreciate what he was doing even more. In the years since his tragic death, I've talked with Valerie Cognevich and just recently had the pleasure of meeting Bonnie Theard. I have tremendous faith in their ability to carry on what Ralph began.

The award to Jim Hayes was very appropriate. He is an operator who isn't too busy to get involved.

Minneapolis, Minn.

Record problem

The more I think about the seven-inch record problem, the more I think that legal action should be considered. Maybe a letter to the FTC asking them to investigate why ALL the labels are doing the same thing—making 45s unavailable—at the same time.

RSI sounded good at first, but the more I think—I do not want to be FORCED to put the same record(s) on every one of my jukeboxes. I like the freedom of programming each jukebox as I see fit.

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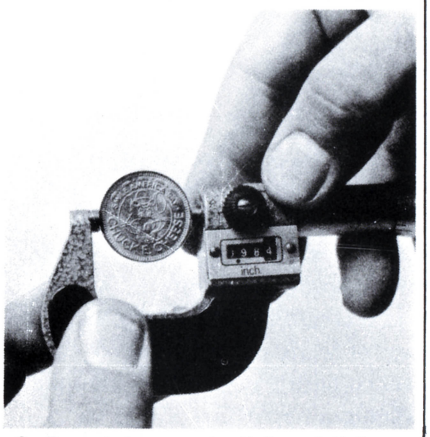

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Merit's 3rd Annual Great Lakes Open

Despite a 35-car pile-up that prevented many players from attending, Merit Industries had a successful Great Lakes Open dart tournament in Southgate, Mich., located in the greater Detroit area. The tournament, held in early March, was part of Merit's World Series of Darts. It was co-hosted by Cartel Distributing and Michigan Nickel Co.

"This tournament complements our league growth," said Patrick Benson of Michigan Nickel. The company's league has tripled in size in only two seasons. "This is our second year in electronic darts, and being in a depressed industrial area, it has given our locations a good shot in the arm. We look forward to hosting the Great Lakes Open again next year."

Merit has already begun plans for next year's event. It is being expanded to a $4,000 tournament.

Here are the winners from the 3rd Annual Great Lakes Open:

Men's Singles: 1st place: Adam Bycraft of Trenton; 2nd place: Doug Hunt of Detroit; 3rd place: Chris Stratton of Three Rivers.

Women's Singles: 1st place: Kim Riggs of Grand Rapids; 2nd place: Mary Donaker of Grand Rapids; 3rd place: Julie Auvenshine of Detroit.

Men's Doubles: 1st place: Adam Bycraft of Trenton and Dave Nowakowski of Wyandotte.

Women's Doubles: 1st place: Mary Donaker and Kim Riggs of Grand Rapids.

Men's Draw Doubles: 1st place: Dale Weaver of Saginaw and Adam Bycraft of Trenton.

Women's Draw Doubles: 1st place: Julie Auvenshine of Detroit and Mary Donaker of Grand Rapids.

Mixed Triples: 1st place: Team "Earth, Wind & Fire," composed of Chris Stratton of Three Rivers, Mary Donaker of Grand Rapids, and Ray Bachmeier of Detroit. □

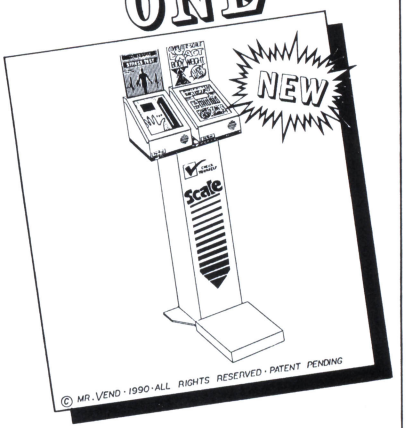
Adam Bycraft (l), winner in the Men's Singles competition, with Patrick Benson of Michigan Nickel.

TOURNAMENTS AND LEAGUES

Dale Weaver (l) and Adam Bycraft took first place in Men's Draw Doubles.

SCALE PLUS ONE

by Mr. Vend



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Tim Wolfe

Three games from the summer line-up

Williams' *Whirlwind*

The new Williams' pinball, *Whirlwind*, could have been called *White Lightning*. That is a good description of what it is. The new ramp-powered multi-ball does more than the original *Fireball Classic* did.

Whirlwind spins three large playfield storms very similar to the constant spin at centerfield in *Fireball*. The major difference is how the ball activity in playfield-scoring activates the whirlwind storm and a really exciting multi-ball.

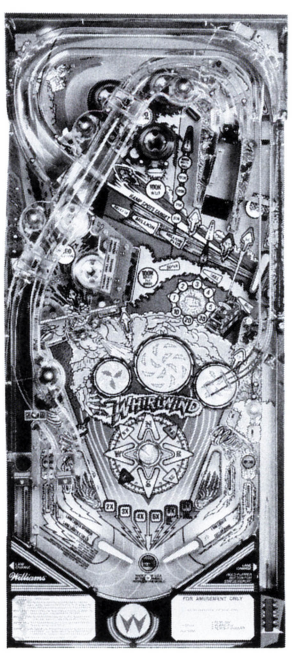
Looking at what will be available this summer for pinball, I can guess that this game will be the hit that *Earthshaker* was last summer.

The playfield layout is not much different from past Williams games except, for the storm mode that is similar to *Earthshaker*'s quake mode. The game rules are simple: complete color wind direction pairs via radar scoring targets to enable ball lock-ups by hitting the right upper ramp shot to get stormy multi-ball play.

The two lanes just above the left flipper change position for ball returns to left flipper and ball lock-ups. After enabling the lock-up, the game goes into a light storm. Storm blasters speak words like "Take cover now!" and "The storm is over." When the game goes to full multi-ball storm play, a deep, far superior force says "Feel the power of the wind."

Multi-ball is very fast and exciting due to the spinning storms on the playfield. Once two of the three balls drain, the player is directed to "Head for the cellar!" to achieve a quick multi-ball. Cellar value is another mystery/spinner feature just like on *Taxi* and *Police Force*.

This feature is becoming somewhat of a redundant luck feature. While the awards are different from game to game, random backglass scoring is a nice pinball innovation. However, it really needs a new progressive skill twist. It will keep the experienced players from getting bored with this particular way of scoring.



Williams *Whirlwind*

Million-point playfield scoring is difficult on *Whirlwind* due to the angle and pitch of the left ramp shot. Nevertheless, it is duly exciting.

The music of *Whirlwind* is very similar to the music in *Earthshaker*, this time with the roving weather buster instead of the radio disc jockey.

The excitement of the ball spinning in the whirlwind will get second looks at street and arcade locations alike. Hopefully, street operators will leave the fan at the top of the machine in good working order to preserve the true feeling of the windstorm in the game. Make sure the flippers on this game work properly and be careful about weak flippers. If you are not careful about the flippers, the result will be far less multi-balls and lower collections in the coin box.

It is best to leave this game on three balls, or program to conservative five-ball play to keep the game time down. I played a *Whirlwind* that awarded too many free balls, resulting in excessively long game time.

Score Williams' *Whirlwind* #### out of five for street locations and another #### for arcade play. This game will be a major hit this summer.

Midway's *Tri-Sports*

Sweet victory. This new Midway video game kit is a shoe-in earner for street location bar scenes. The graphics are not that elaborate, but the game play is good enough to give the game some popularity. *Tri-Sports* offers three different games—pool, bowling, and golf—with multiple variations in the pool and bowling for plenty of variety.

Tri-Sports' ''Power Strike'' bowling is as fun as *Capcom Bowling*. The rules of the game vary as you coin up to four players in regulation, flash, or triple strike bowling. This is the strongest game of the three and the most fun to play. Ball control is the game key with the mini-trak ball. It's guaranteed to be an entertainer.

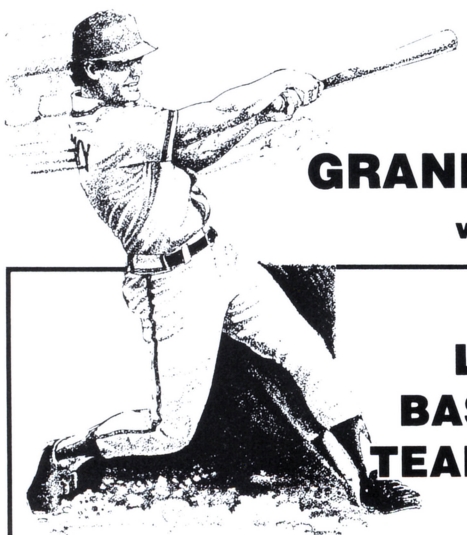
''Pool Shark'' is somewhat more difficult to understand, especially the aiming techniques. It was less fun to play than ''Power Strike.'' I have not played ''Pool Shark'' enough to get the hang of it. ''Pool Shark'' offers the games of straight pool, 9-ball, rotation, and 8-ball. I played a few games of straight pool initially and found control of the cue ball tough.

Midway's *Tri-Sports*

''Sweet victory. This new Midway video game kit is a shoe-in earner for street location bar scenes.''

''Mini-Golf Deluxe'' is just plain fun. It's a cutesy-type game that offers intricate putting play on a miniature golf course. Women will enjoy this game and not be intimidated. I was able to earn an extra hole by scoring a hole-in-one. This is simple, enjoyable video play with some genuine miniature golf imagination.

If you have done well in the past with video bowling, golf, and pool games then go for *Tri-Sports*. Score this game ###1/2 for street locations and a ##1/2 for arcade play. It's a good three-in-one game that is available in kit or dedicated.



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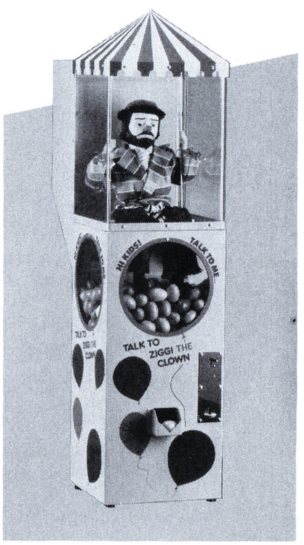

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Mayoni Enterprises

SNK's *Beast Busters* — ugly but earning

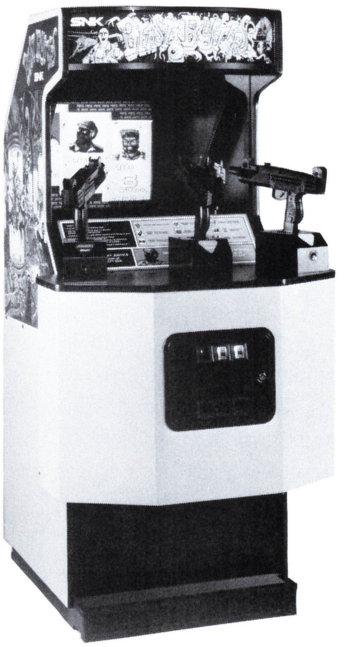
Dawn of the living dead has found its way into video games. *Beast Busters* is the Exidy *Death Race* of the '90s. The game rules are nearly the same as *Operation Thunderbolt,* but much more graphically grotesque. At Betson's post-ACME wrap-up I played this game at some length with an operator and his son. Like other three- and four-player video games, *Beast Busters* is much more difficult in play as a single player. With three players, I felt like I was winning the war. As a single player, play was too overwhelming and generally hopeless.

When I played, I found myself really trying to score grenades and more bullets for my Uzi machine gun. The gun works exceptionally well with very good control to destroy the various demons and zombies coming to destroy you. At some points I would throw up to five grenades at a time just to kill these monsters. No such luck! They just kept on coming.

Construction of the gun unit appears to be pretty good, but then again I can imagine that due to the violence of this game, mechanics might be doing some repairs.

The add-a-coin and continue features only continue your score three times before dropping to zero as progressive play continues. Lately, the shooting gallery-type games I've played have been green beret themes. *Beast Busters* is not really better, but it is different. A new Coney Island/carnival-type gun game would be refreshing to arcades and street locations alike. I'll keep looking for it.

Beast Busters does not look like a good street location piece, nor does it do much for the image of the amusement game industry—it is simply too gruesome. However, its initial earnings are high and players are drawn to it. I give SNK's *Beast Busters* ### for earnings as well as game appeal in arcade locations, but only #1/2 for reputable street locations. Be sure to play this game for yourself. □



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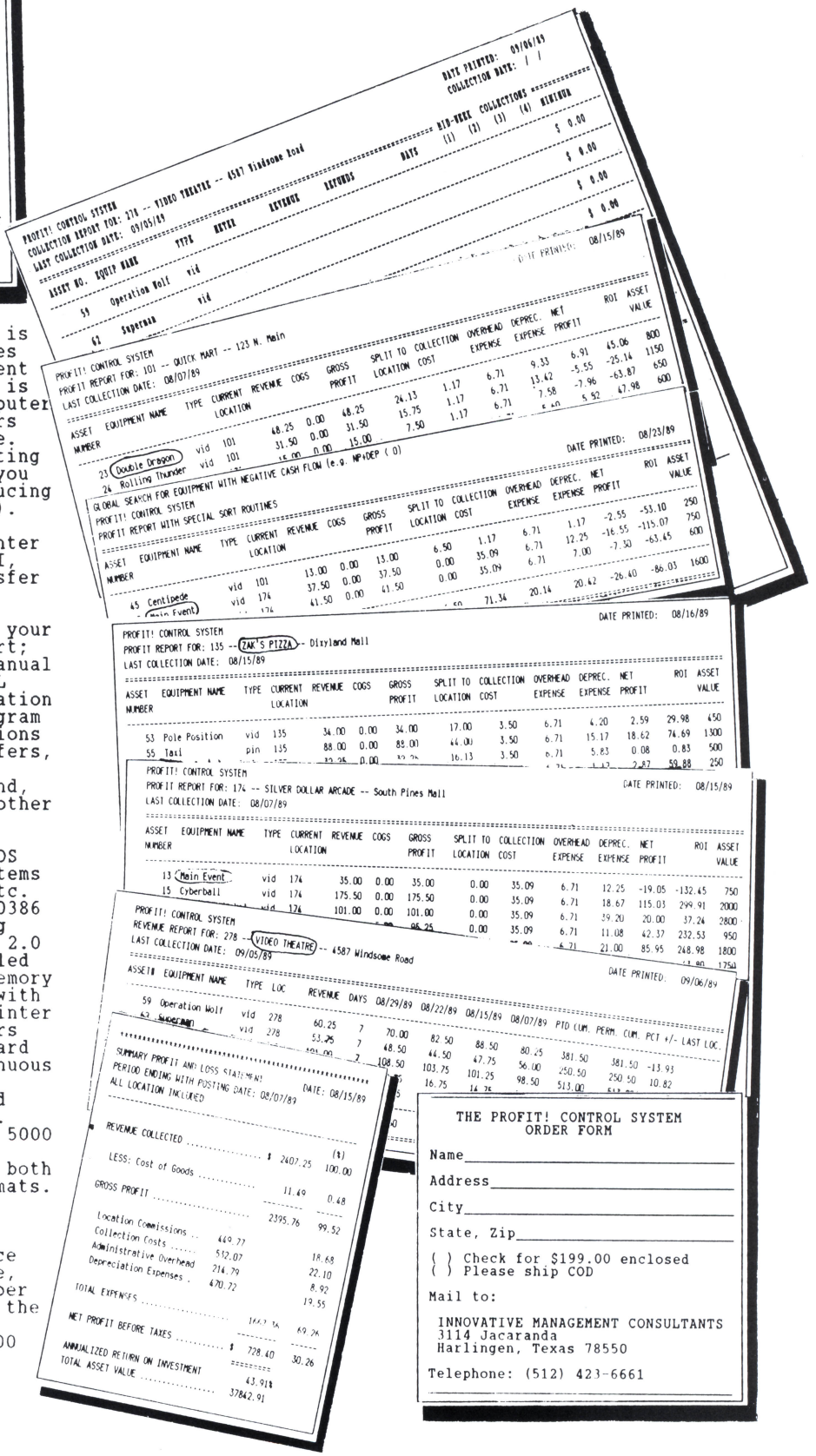
5. Does Hilda have my collection reports ready for tomorrow?

Charles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Irving Blackman

A trio of tax tidbits

A true family business retirement story

This is a war story, a true one. It involves a real-life family business owner with real-life problems. Let's call him Joe. My guess is that Joe's problems and, more importantly, the solutions, apply to millions of small family businesses.

These are the goals Joe outlined at our consulting meeting:

1.) Retire (quit working) in 1991 when he turns 63; 2.) Somehow get a flow of income from the business; 3.) Save income and estate taxes; 4.) Eventually, turn the business over to his daughter (she works in the business and her husband is already in charge of day-to-day operations).

If you own a family business and are reaching retirement age, this is must reading. But first, a few more important facts that surfaced as I questioned Joe and reviewed the papers he brought to the meeting. A quick eyeball valuation indicated that the business was worth no more than $500,000 to $600,000 for tax purposes. The business was not likely to grow in value. Joe feared the IRS might value the business as high as $800,000. All of Joe's other assets—his home, investments, and life insurance—totaled $450,000.

All of these assets were held in joint tenancy by Joe and his wife. Joe's wife was the beneficiary of the insurance. The business, a regular, tax-paying corporation, usually wound up with an annual profit of about $15,000 to $30,000 after paying Joe a $125,000 salary.

Rather than write about all of the technical problems Joe has, I'm going to short-cut to the solutions. Then, it's your job to get to a competent consultant to take care of the details to nail down your own particular solutions.

Here is what I advised Joe and his attorney to do:

1.) For income tax purposes, elect S-corporation status. This avoids double taxation after Joe stops working in 1991. The dividends from the S-corporation will replace Joe's salary.

2.) For estate tax purposes, eliminate the joint tenancy for all properties. Joe and his wife should each wind up owning, in their separate names, about one-half, in value, of all assets owned (including stock of the business). The trick is for each spouse to own less than $600,000 in their own name at the time of their death. In this way, a husband and wife worth $1.2 million or less can reduce the estate tax bite to zero if their wills are properly drawn. By the way, if the wills are wrong, the estate tax on $1.2 million in property owned by a husband and wife is $235,000. Can your business or family afford a $235,000 hit?

For more information, send for "How to Value Your Business for Tax Purposes" or "How to Take Money Out of Your Closely Held Corporation."

Document those corporate loans

If your corporation needs money, why should it borrow from the bank at 11 percent if you have cash that's earning you only six or seven percent? It makes sense for you to loan money to your closely held corporation, since you can get a better interest rate and the corporation can get a better loan rate. Caution: make sure the loans aren't construed by the IRS to be capital contributions. Here's a nightmare that really happened:

George and Ed owned a meat packing company. Over the years they loaned the company $1,850,000, which the company repaid. They were careful to document each loan with an unsecured promissory note that was payable on demand with interest. Each year the corporation deducted the interest it paid to George and Ed, and they reported those amounts as interest income.

Then the IRS audited the corporation and claimed that the large cash advances were capital contributions, not loans. The IRS said that the repayment of the loans must be disguised dividends of $1,850,000 taxable to George and Ed but not deductible by the corporation. They were stunned and took the case to court. They lost in the Tax Court, but won on appeal (P.E. Bauer, CA-9, 748 F2nd 1365). George and Ed's nightmare was over, because they had been careful to document

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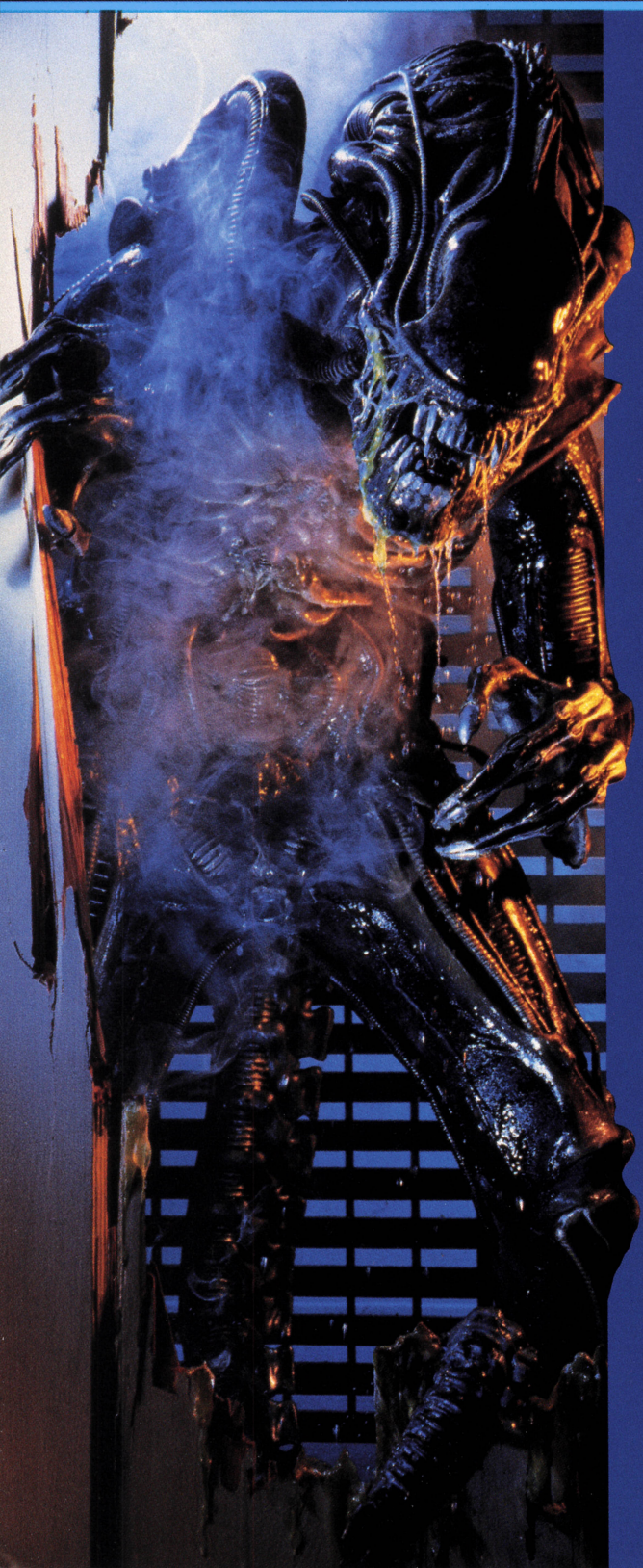

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Upon arrival at LV426 Acheron, the magnitude of the threat sinks in. The settlement is overrun with aliens, and you are expected to eliminate every one of them. The mission takes you through airways, elevators, underground waterways, and tunnel systems within the space colony. Along the way, you will encounter a multitude of species of alien creatures.

The situation gets worse, so you must get tougher. In addition to fighting the existing aliens, there are also incubation rooms and hatching grounds everywhere. You must dodge fatal electric shock waves, barricades, steam blasts, and dripping doses of alien acid in pursuit of your goal. The task of blowing away the aliens is aided with the use of such power weapons as missiles, triple bullets, flamethrowers, three-way shots, and bombs.

You proceed into the mother alien's lair, where she is hatching her larvae. After destroying her, you believe the mission is accomplished, and settle into the space ship for the long journey home. However, you soon realize that there is one more alien—and it's in your ship. In the last, most desperate fight, the fate of the universe depends on you. Will the alien win, and come back to your colony to wipe out all human life, or can you emerge victorious, destroying the alien and blasting its remains into outer space?

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their loans.

Ruling in favor of George and Ed, the U.S. Court of Appeals said that the following factors showed that the cash advances were loans and not capital contributions:

The existence of notes; reasonable, fixed interest rates; timely interest payments; treatment of interest as income by George and Ed; the cash flow demands of the business; the lack of subordination of the shareholder debt to other corporate debt; the lack of a proportionate relationship between the shareholders' stock ownership in the corporation and the loans by them to the corporation; and the financial health of the corporation was sufficient to allow it to have made bank loans rather than borrowing from shareholders.

If you loan money to your corporation, you should follow the documenting guidelines of this case as closely as possible to avoid future problems with the IRS.

IRS boosts retirement plan benefits and contributions

Do you have a pension or profit plan? Whether you realize it or not, every year the maximum amount that can be deducted by your business for contributions to such plans is changed. The change is indexed to inflation.

Pension Plans: The amount you can contribute for any particular employee is limited in two ways. First, the annual retirement benefit cannot exceed 100 percent of compensation. For example, if an employee earns $40,000 per year, his annual benefit at retirement cannot exceed $40,000. For high-income executives, a second limitation caps benefits by a set dollar limit. For 1990, the benefit ceiling has been pushed up by inflation to $102,582, an increase from $98,064 in 1989. This is good news for business owners who can get not only a larger business deduction, but, even better yet, create a bigger nest egg for retirement.

Profit-Sharing Plan: These plans also have two general limits—percentage and dollar. The percentage limit, or so-called "annual additions" to the plan, is 25 percent of salary (including employer contributions, employee contributions and forfeitures.) Employer contributions are capped at 15 percent of salary. The dollar limit of $30,000 for 1989 remains unchanged. This $30,000 top will move up with inflation only when the pension benefit ceiling passes $120,000.

401(k) Plans: These plans are actually a form of profit-sharing plan. The 1989 cap of $7,627 has been notched up to $7,979 for 1990. If you have a 401(k) plan at your company, it is important to immediately communicate this increase to your employees.

Pension and profit-sharing plans still offer one of the best tax breaks in the entire Internal Revenue Code. If you want a complete discussion of the many new tax planning opportunities available with pension and profit-sharing plans, send for "Still the Best Fringe Benefit...Profit Sharing and Pension Plans" or "Section 401(k)...Everybody Wins, Employer and Employee." □

The booklets mentioned are $37 for two; the address is Book Division, Blackman, Kallick, Bartelstein, 300 South Riverside Plaza, Chicago, Ill. 60606.

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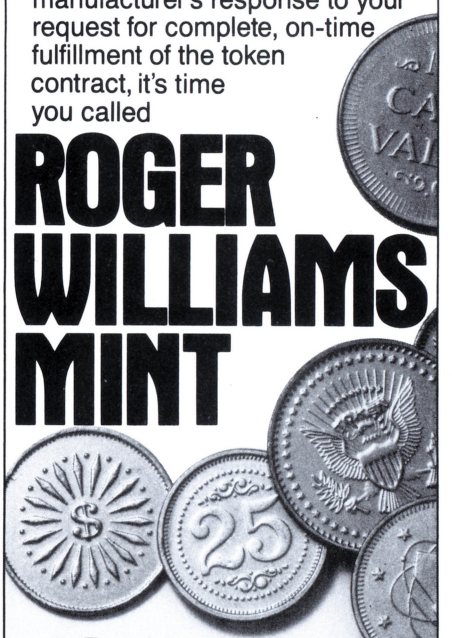

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Paul Hood

Tax records and cigar boxes

Reading this article is at least evidence that you have survived federal and state income tax filing season (or filed a timely extension) as well as Tax Freedom Day, May 3. Your frazzled tax return preparers may have even recuperated to the point of being able to return various cigar boxes full of receipts, chits, canceled checks, and other taxpayer records.

Now that you've got the box of goodies back, what do you do with it? That's easy; keep it. But for how long? Three years? Close, but no cigar. Recent changes in the tax law have muddied the water as to the length of time that tax records should be retained.

Why should you retain your tax records? While there is generally no penalty for failing to do so, the answer to this fundamental question centers around the requirement that just about everyone has to file tax or information returns.

An equally important reason for record retention is that the burden of proving each and every item on the tax or information return rests upon you rather than the IRS. Therefore, upon audit by the IRS, you will stand in much better stead if your records exist and support the position taken on the return. Without this documentation, it is likely that you will be unable to prevail without either successfully appealing to the agent's sense of mercy, or through some act of the Creator.

How long should you retain your tax records? It depends. A lousy answer? Perhaps, but it is the unfortunate truth. While the length of time that tax records should be retained is unclear, what is clear is that the three-year rule of thumb espoused by most is, in the kindest of terms, mythical.

Copies of the tax or information returns and their relating or supporting schedules and appendices should be kept and stored forever. Several reasons exist for this practice with respect to individual as well as corporate taxpayers, but many are beyond the scope of this effort.

Many changes to the tax laws have the effect of deferring losses or deductions into periods *after* the ones in which they are incurred. Some of these involve long or almost perpetual carry-forward periods, such as excess net operating losses, excess passive activity losses, excess charitable deductions, and excess at-risk losses. Also included are losses in excess of a partner's or shareholder's basis in his partnership interest or S-corporation stock.

These items, though occurring in one taxable year, may not be properly usable until several years down the road. The fact that these excess losses did not occur in the year for which the item was claimed does not relieve you of the burden of proof with respect to that item.

Consequently, in these situations, prudence dictates that all background documentation relating to these types of losses or deductions be held a minimum of three years following the filing date when these items are taken. Preferable is a period of six years after that date to protect against an IRS assertion, on audit, that you substantially understated your income. In such a case, they have six years to make this claim rather than the usual three-year statute of limitations period.

Additional items for which documentation should be retained *indefinitely* include non-deductible IRA contributions, as well as all records setting forth the original cost and costs of improvements to your family home.

What types of records should be obtained? For starters, most of the items in the cigar box (canceled checks, receipts, etc.) and any documents necessary to substantiate a particular deduction or loss. These include, but are not limited to, acts of charitable and non-charitable donation, appraisals, and acts of sale and purchase.

Changes in the tax laws have dramatically increased the time of retention for documenting numbers placed on a tax or information return. Though storing records of the types discussed may involve considerable expense in some situations, it is still wise to retain these items for a period considerably longer than the present three-year rule of thumb.

Any new rule of thumb? Yes. Records substantiating any item that conceivably could be carried forward in future years should be retained at least until three years after the item is either used or expires. If affordable storage space is available, perhaps these records should be retained for six years following usage or expiration of usage of the item. One should consult a tax professional for advice regarding the length of time that records relating to any specific tax item should be retained. □

Paul Hood is an attorney with Baldwin & Haspel in New Orleans, La.

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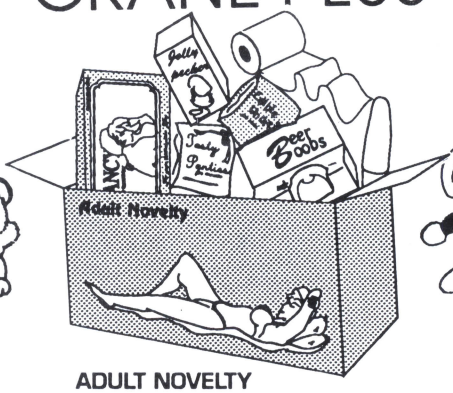

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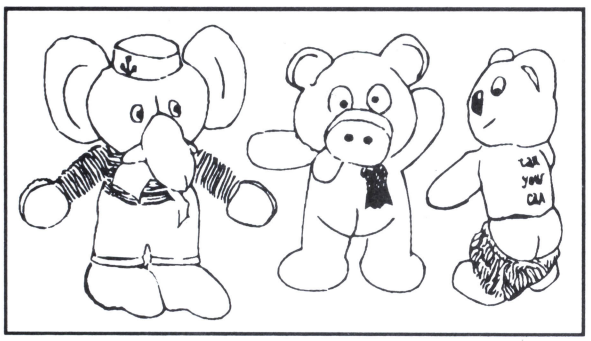

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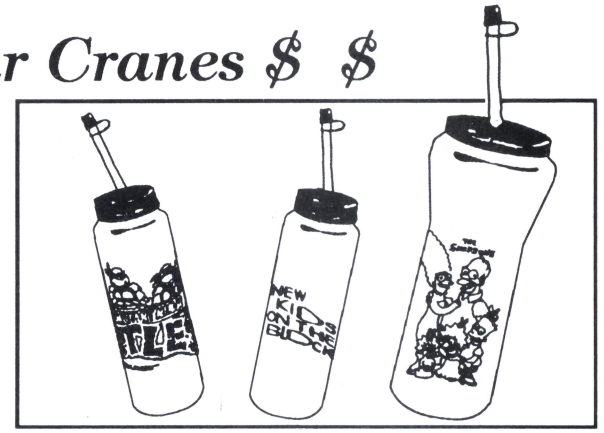

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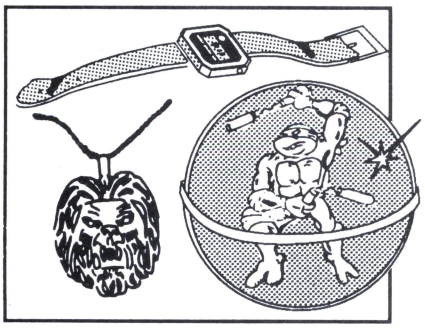

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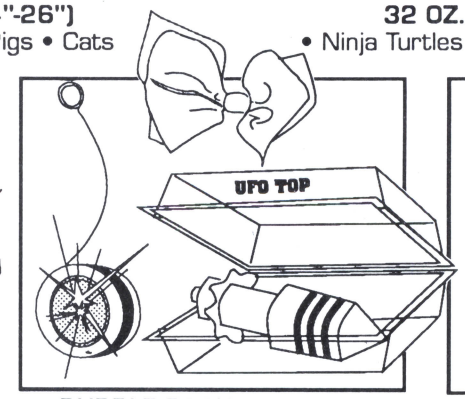

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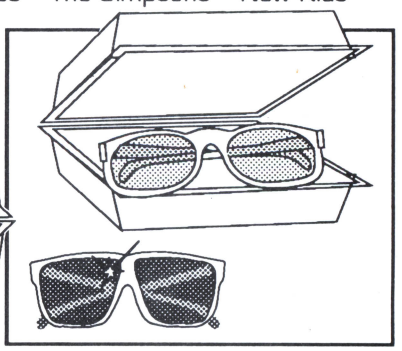

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Randy Fromm

Power supply cook-off II

Since publication of the power supply review in Play Meter's March issue, I have received five additional power supplies for review. Four are conventional PWM designs; one is a computer-type supply.

As with the power supplies tested previously, this current batch of supplies all passed the burn-in test as well as the line regulation and load regulation tests (for details of the testing procedures, see page 172 of the March 1990 issue).

Competitive Power Supply Model #01-1005 12 amp

This is a typical PWM power supply, housed in an aluminum case painted a lovely shade of brick red. It uses two-stage output filtering to obtain a low noise output of just 23 millivolts. A full-sized fuse is mounted in a fuseholder on the board.

Competitive Power Supply Model #01-1010 15 amp

This power supply is almost identical to the Exactron "gold" power supply. The similarity is scarcely surprising, however, as they are both manufactured by the same company. A larger heatsink, some larger primary filter capacitors and different switching transistors are used to boost the rated output to 15 amps. A full-sized fuse is mounted in a fuseholder on the board.

Distributed by: Competitive Wholesale Corp., River Road, Bldg. 4 & 5, P.O. Box 1645, Tullytown, PA 19007; (215) 547-7520 or (800) 562-7283.

Peter Chou Model USP-9 11 amp

The name Peter Chou is synonymous with switching power supplies. This guy makes so many power supplies, he even uses output filter capacitors with his own name on them! His experience shows through with this power supply. It has an output noise of just 22 millivolts, the second lowest of all PWM power supplies tested (with only a negligible 2 millivolt difference separating the two). A mini-fuse is soldered in place on the printed circuit board.

Peter Chou Model USP-12 15 amp

A larger heatsink and some other design changes are employed to provide an output current rating of 15 amps. In doing so, however, the output noise has been boosted almost three-fold to 60 millivolts. Virtually all of this noise takes the form of high-amplitude, extremely narrow pulses. As with the USP-9, a mini-fuse is soldered in place on the printed circuit board.

Distributed by: Imperial International, 1270 Valley Brook Ave., Lyndhurst, NJ 07074; (201) 507-0936 or (800) 526-6261.

Dynamo "Heavy Duty Power Supply" 15 amp

This is a computer power supply that has been modified to conform to the new AMOA standards for power supply connectors. It uses a typical PWM design with a three-terminal regulator for the -5 volt output. A nine-pin connector is used for the low-voltage DC connections. A three-pin connector provides switched 110 volt AC current that can be used to power an isolation transformer and other 110 volt AC circuits in a game. It has no screw terminals.

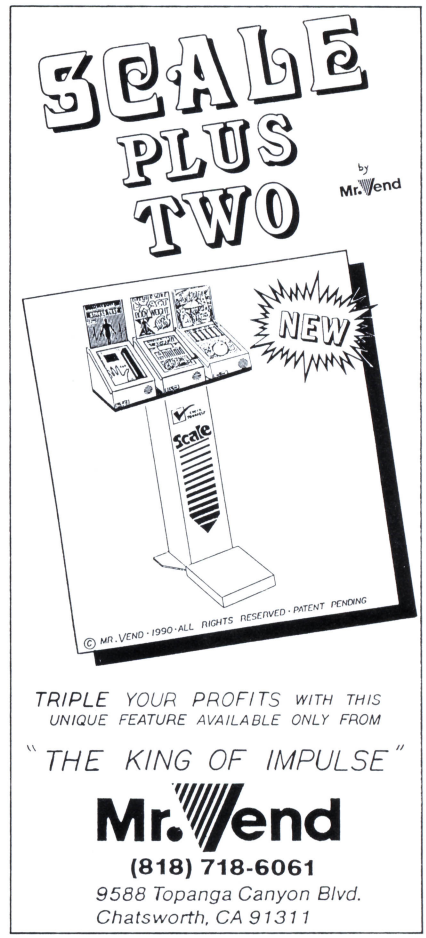
This unit includes an AC power switch as well as input and output connectors for the 110 volt AC. A chassis-mounted fuseholder allows the fuse to be easily changed. This is important as the supply may be used for AC power distribution as well as providing DC outputs.

The output noise from this power supply is extremely low and virtually free from any of the "spikes" of electrical noise that plague most switching regulator power supplies. A fan is built-in to the power supply. The 12 volt DC fan gets its power from the supply itself. The tiny load provided by the fan (just 140 milliamps) is insignificant as this supply can provide a whopping 5.5 amps at 12 volts DC. This is more than enough to power any board. In fact, it is wholly practical to use the +12 volt output of the supply to power the coin door lamps (and maybe charge your car battery) as well.

Distributed by: Dynamo Corporation, 2525 Handley-Ederville Road, Richland Hills, TX 76118; (817) 589-7699 or (800) 527-6054. □

POWER SUPPLY COMPARISON CHART

Manufacturer or Distributor	Model	+5 volt output (amps)	+12 volt output (amps)	-5 volt output (amps)	Noise (mv)	Filter stages	OCP +5	OCP +12	OCP -5	OVP	LED
A-One Electronics	N/A	11	1.0	1.0	38	2	.F.	.F.	.F.	.F.	.F.
Amusement Emporium	V1072	15	2.0	1.0	38	2	.T.	.T.	.T.	.F.	.F.
Amusement Emporium	V1071	11	2.0	1.0	33	2	.T.	.T.	.T.	.F.	.F.
Competitive	01-1005	12	2.5	1.0	28	2	.T.	.T.	.T.	.F.	.F.
Competitive	01-1010	15	2.5	1.0	23	2	.T.	.T.	.T.	.F.	.F.
Dynamo	Heavy Duty Power	15	5.5	0.5	20	2	.T.	.T.	.T.	.T.	.F.
Eago	53020-3	15	2.5	1.0	45	1	.T.	.T.	.T.	.F.	.F.
Eago	53020-1	7	1.0	1.0	40	2	.F.	.F.	.F.	.F.	.T.
Eago	53020-2	12	2.5	1.0	48	1	.T.	.T.	.T.	.F.	.F.
Entron	EN-1002	12	2.5	1.0	60	1	.T.	.T.	.T.	.T.	.T.
Exactron	8810 "Gold"	11	2.0	1.0	20	2	.T.	.T.	.T.	.F.	.F.
Great Western, Inc.	PSA-1614	17	6.2	0.3	20	2	.T.	.T.	.T.	.T.	.F.
Great Western, Inc.	VPS-8	8	2.0	1.0	14	2	.T.	.T.	.T.	.T.	.F.
Happ Controls	N/A	12	2.5	1.0	60	1	.T.	.T.	.T.	.T.	.T.
Hitron	HFA-130	15	2.0	1.0	40	2	.T.	.T.	.F.	.T.	.F.
Hitron	HSA-130F	11	2.0	1.0	14	2	.T.	.T.	.T.	.T.	.F.
Hitron	HSA-130D	5	3.0	1.0	20	2	.T.	.T.	.F.	.T.	.F.
Hitron	HSA-130C	7	1.0	1.0	12	2	.T.	.T.	.F.	.T.	.F.
Penn-Ray Sutra	17-976610 "Blue"	12	2.0	1.0	70	1	.T.	.T.	.T.	.F.	.F.
Peter Chou	N/A	11	2.0	1.0	22	2	.T.	.T.	.T.	.F.	.F.
Peter Chou	N/A	15	3.0	1.0	60	2	.T.	.T.	.T.	.F.	.F.
Phoenix	N/A	12	2.0	1.0	33	1	.T.	.T.	.F.	.F.	.F.
Rariton	P505	10	1.0	1.0	28	2	.T.	.T.	.T.	.F.	.F.



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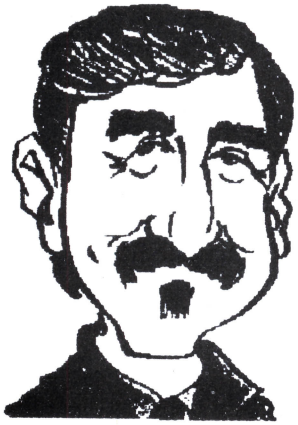
POWER SUPPLY COMPARISON CHART
(Listed by noise factor)

Manufacturer or Distributor	Model	+5 volt output (amps)	Noise (mv)	Filter stages
Hitron	HSA-130C	7	12	2
Hitron	HSA-130F	11	14	2
Great Western, Inc.	VPS-8	8	14	2
Great Western, Inc.	PSA-1614	17	20	2
Dynamo	Heavy Duty Power	15	20	2
Hitron	HSA-130D	5	20	2
Exactron	8810 "Gold"	11	20	2
Peter Chou	N/A	11	22	2
Competitive	01-1010	15	23	2
Competitive	01-1005	12	28	2
Rariton	P505	10	28	2
Amusement Emporium	V1071	11	33	2
Phoenix	N/A	12	33	1
A-One Electronics	N/A	11	38	2
Amusement Emporium	V1072	15	38	2
Hitron	HFA-130	15	40	2
Eago	53020-1	7	40	2
Eago	53020-3	15	45	1
Eago	53020-2	12	48	1
Entron	EN-1002	12	60	1
Peter Chou	N/A	15	60	2
Happ Controls	N/A	12	60	1
Penn-Ray Sutra	17-976610 "Blue"	12	70	1

POWER SUPPLY COMPARISON CHART
(Listed by output current)

Manufacturer or Distributor	Model	+5 volt output (amps)	+12 volt output (amps)	-5 volt output (amps)
Hitron	HSA-130D	5	3.0	1.0
Eago	53020-1	7	1.0	1.0
Hitron	HSA-130C	7	1.0	1.0
Great Western, Inc.	VPS-8	8	2.0	1.0
Rariton	P505	10	1.0	1.0
A-One Electronics	N/A	11	1.0	1.0
Amusement Emporium	V1071	11	2.0	1.0
Exactron	8810 "Gold"	11	2.0	1.0
Hitron	HSA-130F	11	2.0	1.0
Peter Chou	N/A	11	2.0	1.0
Competitive	01-1005	12	2.5	1.0
Eago	53020-2	12	2.5	1.0
Entron	EN-1002	12	2.5	1.0
Happ Controls	N/A	12	2.5	1.0
Penn-Ray Sutra	17-976610 "Blue"	12	2.0	1.0
Phoenix	N/A	12	2.0	1.0
Amusement Emporium	V1072	15	2.0	1.0
Competitive	01-1010	15	2.5	1.0
Dynamo	Heavy Duty Power	15	5.5	0.5
Eago	53020-3	15	2.5	1.0
Hitron	HFA-130	15	2.0	1.0
Peter Chou	N/A	15	3.0	1.0
Great Western, Inc.	PSA-1614	17	6.2	0.3



"I NOT ONLY GUARANTEE MY TRAINING COURSE... I GUARANTEE THE OTHER GUY'S!"

- Randy Fromm

Randy Fromm *is well known for his comprehensive technical articles; appearing regularly in the industry's leading trade journals. Randy's enthusiasm and expertise make him one of the most popular speakers at the AMOA and ACME trade shows. Now he has condensed his eighteen years of "in-the-field" experience into a highly efficient technical training program. Founded in 1980, Randy Fromm's Arcade School is the most respected and often recommended training program in the coin-op amusement industry.*

Those of you who know me through my monthly technical columns know that I have a very straightforward approach to videogame and pinball repair. I enjoy working on games and I enjoy sharing what I learn with other operators and mechanics.

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Bonnie Theard

Lovable prizes lead the way

Spring is upon us and serves as a reminder to freshen-up our prize supplies for the coming busy season. This month "lovable" is the best description of the new plush items featured.

Brady Novelty gives us "Loving Monkeys" (#PT644) locked in a deep embrace. The furry brown monkey and beige monkey (with lace top-knot) are particularly appropriate for the jumbo cranes on the market.

The monkeys stand 10 inches tall and are priced at $3.56 a pair. Purchased by the case, they come six dozen to a case priced at a $3.42 each pair. For more information, call Brady Novelty (800) 451-8697.

Rosette presents a grouping of "Goofy Pups," (#01331) irresistible fluffy pups measuring eight inches tall. The pups come in three pastel color combinations and are shipped three dozen to a pack. Colors include pink, yellow, blue, and lavender. For more information, call Rosette Inc. (800) 426-6665.

If you're looking for something different to coordinate with the hit game *Teenage Mutant Ninja Turtles,* **Acme Premium** has the perfect item for summer: a 32-ounce "TMNT Squeeze Bottle" (#9252). These come packed 48 pieces in a case. For more information, call Acme Premium Supply Corp. (800) 325-7888.

Just a reminder: All merchandise suppliers are invited to submit products for this column. Listings are free, no strings attached, and there is no limit to the number of times your company can be included in any calendar year. This is a service we provide for our operator subscribers. It is one on which we have received favorable comment.

The deadline for entries is the first of the month prior to the issue date: example—June 1 for the July issue. Call (504) 488-7003 to reserve a spot in an upcoming issue. □

Trog

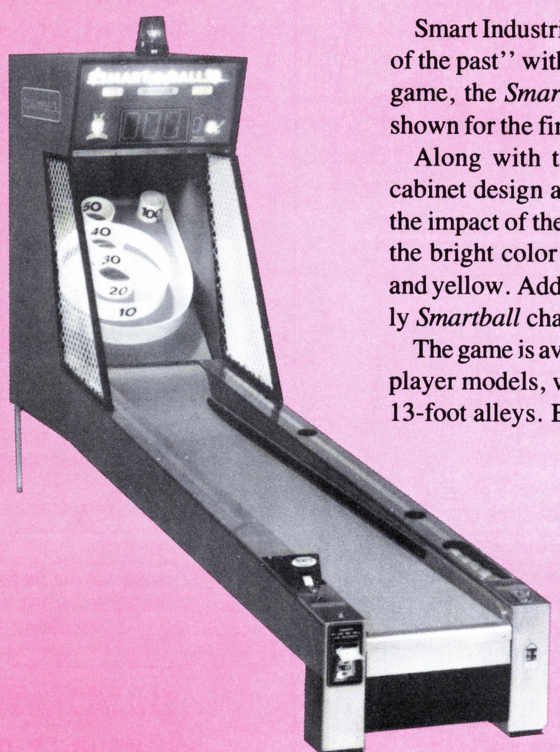
This wacky video features Midway Manufacturing's exclusive new method of animation, a technique called "PLAYmation." A colorful collection of Dinos and a one-eyed caveman named Trog have their every move modeled and digitized, which makes for sophisticated video action.

The player must plan a strategy for Dino to collect all of his eggs and return safely home. Along the way, Dino is apt to get stuck in tarpools, fall into bottomless pits, or walk off the edge of the island. Also, saving the Dinos becomes more difficult with every screen, as more obstacles pop-up along the way. *Trog* is programmed to calculate individual playing abilities.

Other features include a bold new cabinet designed to attract players; upright dedicated with super-size 25-inch monitor; an all-new musical score with outrageous sound effects; and one- to four-player ability, with buy-in at any time.

For more information, or distributor referral, contact Midway Manufacturing Co., 3401 N. California Ave., Chicago, IL 60618; (312) 267-2240; FAX (312) 267-8435.

Smartball



Smart Industries unveils the "future of the past" with its latest redemption game, the *Smartball* ski alley. It was shown for the first time at ACME '90.

Along with the sleek look of the cabinet design and its inset playfield, the impact of the game is enhanced by the bright color scheme of blue, red, and yellow. Adding to the fun are lively *Smartball* characters.

The game is available in one- or four-player models, with a choice of 10- or 13-foot alleys. Both alleys are 29-1/2 inches wide and 79 inches high at the back. The 10-foot alley weighs 385 lbs.; the 13-footer is 425 lbs. In addition to the standard single coin mechanism found on all *Smartball* ski alleys, the company has included the option of a $1/$5 bill acceptor with stacker.

Other features include a "Super Action" sound system, a coin counter meter, a separate locked coin box, dependable microprocessor game boards, adjustable winner levels, and total-front serviceability. The options, in addition to the bill acceptor and stacker, include an automatically adjustable ticket dispenser, ticket counter, low-ticket warning light, and 100-point bonus pockets.

For more information, or distributor referral, contact Smart Industries Corp. Mfg., 1626 Delaware Ave., Des Moines, IA 50317; (800) 553-2442 or (515) 265-9900; FAX (515) 265-3148.

Motherlode

Motherlode, a new type of coin merchandiser from Sportland Inc., dispenses a ticket for every coin inserted in the coin slots. A ticket is given a 25-cent value toward the purchase of a piece of merchandise, which is displayed in the display case.

By doing this, the element of chance is eliminated; the term "gambling" is not applicable. The quarters pushed off the edge of the table are bonus quarters returned to the player.

Among the features are an anti-theft system that keeps quarters knocked off the table from abuse in the machine; an alarm system that alerts the attendant of player abuse; a plywood-constructed cabinet; a stainless-steel table, table lip, and slide; four percentage adjustments for determining each location's return; a ticket capacity of 6,000; a separate ticket dispenser cabinet; easy access to redemption items; and easy serviceability.

For more information, or distributor referral, contact Sportland Inc., 643 Parkway, Gatlinburg, TN 37738; (615) 436-6529 or (615) 436-9431.

Slick Shot

A bright new piece for street locations, *Slick Shot* by Grand Products combines real elements of billiards with a video screen.

The game includes an authentic mini-pool table, complete with side rails, two four-foot cue sticks, and a 2-1/8-inch cue ball for up to four players. After the cue ball is struck, the action breaks out on the attached 25-inch Wells-Gardner color monitor. Over 30 break, trick, and "slick" shots are possible—some of which can't even be duplicated on a standard pool table.

Other features include realistic sounds and animated characters; "pick a pocket" and "pick a ball" action; a standard $1/$5 bill acceptor; laminated safety glass; a wood grain, Melamine-finished cabinet; dimensions of 70 inches high, 24-1/2 inches wide, and 43 inches deep; and rear wheels and handhold for easy movement.

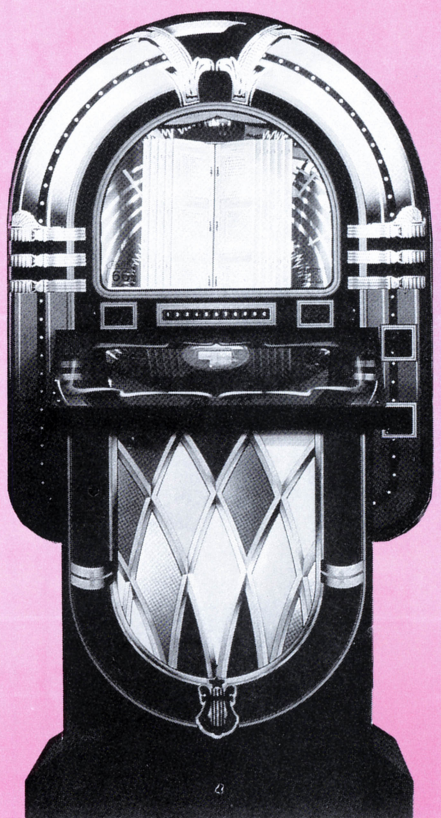
For more information, or distributor referral, contact Grand Products Inc., 425 Meyer Road, Bensenville, IL 60106; (708) 766-8282; FAX (708) 766-6688.

Route 66

The latest company to enter into the CD jukebox market is Micro Manufacturing with *Route 66*. The unit is manufactured by Britian's Sound Leisure; its name will probably be changed soon, according to officials at Micro.

The jukebox features a 66-disc display, plus four for background music; dimensions of 60 inches high, 33-1/4 inches wide, and 20 inches (maximum) or 11-1/2 inches (minimum) deep; a universal credit unit; a two-tiered data retrieval system; random play facility; the ability to interface with up to three Sound Leisure CD wallboxes; stereo or mono amplification; and pricing/bonus adjustments via a keypad.

For more information, or distributor referral, contact Micro Manufacturing, 535 Old Nashville Highway, Lavergne, TN 37086; (615) 793-5510; FAX (615) 793-5512.

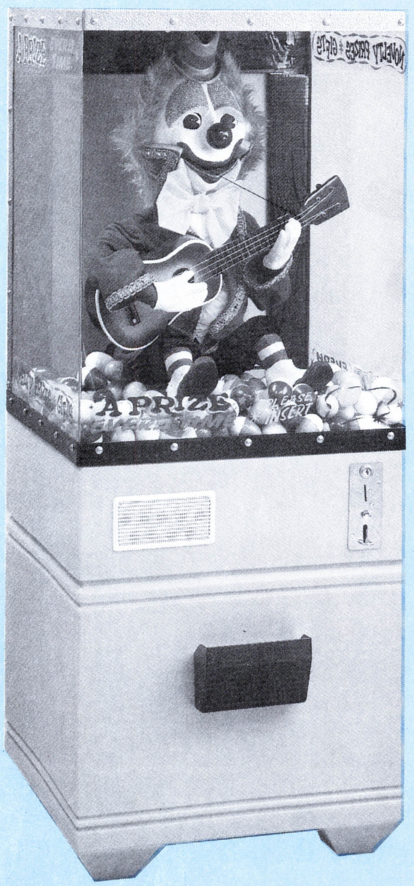


The Comic Clown

The Comic Clown is another singing and talking gift vendor from Leisure Time Consultants Inc. It is one of a family of interchangeable machines; the others are *Punch & Judy, Teddy Bear,* and *Father Christmas*.

All of these fully interchangeable units give the customer a prize every time. Among the other features are individual multi-speed and movement; robust, weatherproof construction; extra-large capacity; the ability to use all types of eggs and capsules; any language/coinage; and the availability of spare characters.

For more information, or distributor referral, contact Leisure Time Consultants, P.O. Box 17085, Plantation, FL 33319; (305) 973-9342; FAX (305) 752-1576.



Lightning Fighters

In Konami's latest kit for vertical monitors, *Lightning Fighters,* two players can join in an aerial combat to fight off the threatening enemy invasion.

With the use of an eight-way joystick and buttons labeled "Shoot" and "Special Weapon," the player controls his jet to battle opposing jets, as well as enemies on land and at sea. The player can increase his firepower up to a maximum of five times by collecting "spread bullets" or "vulcan missile" power-ups.

Automatic-fire Cyber Weapons called "trigons" can be obtained for more power. But there are two special weapons that the player can pick up for the most destructive power available: Particle Beam and Dragon Laser. Use of these latter weapons is limited.

For more information, or distributor referral, contact Konami Inc., 900 Deerfield Parkway, Buffalo Grove, IL 60089-4510; (708) 215-5100; FAX (708) 215-5122.

Jackpot

Smart Industries unveils *Jackpot*, a rotary redemption game with a new concept in automatic prize-loading system. The prize dispenser is located in the middle of the playfield, making the prizes displayed in full view of the player.

The dispenser holds 30 containers that are three-and-a-half inches in diameter, as well as 60 that are two-and-a-half inches. The dispenser rotation is set on a regulated timer that is operator-adjustable to dispense two small and one large container on to the playfield, one at a time during the alotted rotation time.

The rotation timer is adjustable between every eight to every 60 coins, depending on the location and the percentage of payout desired. The percentage of payout is increased as the dispenser rotation time, determined by the number of coins required, is reduced to allow the playfield capacity to multiply. According to Smart, a good average is every $5, or every 20 coins, for a 30 percent payout of one prize.

This four-player game features a double coin mechanism with separate locked cashbox; an "Action" sound system, a tilt alarm for motion detection; 12 musical selections in the attract mode; and an eye-catching cabinet design with rotating mirrored playfield. The game is 45-1/2 inches in diameter; it's 57-1/2 inches with the dome.

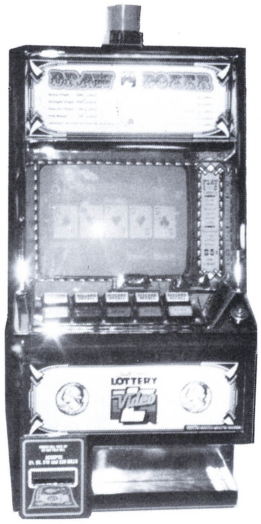
For more information, or distributor referral, contact Smart Industries Corp. Mfg., 1626 Delaware Ave., Des Moines, IA 50317; (800) 553-2442 or (515) 265-9900; FAX (515) 265-3148.

South Dakota Draw Poker, South Dakota Video Keno

SMS Manufacturing debuts two new games designed specifically for the South Dakota market. Both *South Dakota Draw Poker* and its sister machine, *South Dakota Video Keno*, meet all the requirements of the South Dakota video lottery.

Both machines are housed in an all-steel, casino-styled cabinet and come equipped with a Mars 1,000 bill stacker *inside* the game. The bill acceptor takes $1-5-10-20 bills.

Other games available from SMS in this same cabinet style include *Bayou Bingo, Draw Poker,* and *Video Pull Tab*.



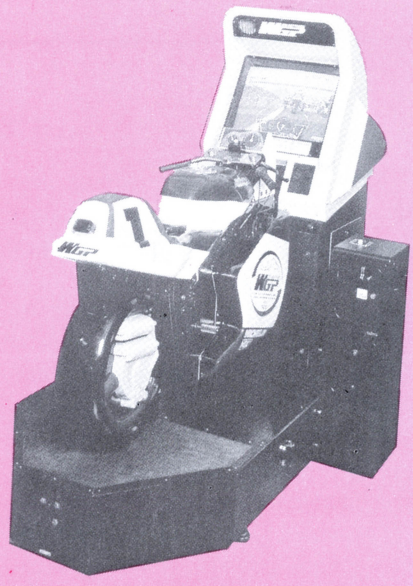
For more information, or distributor referral, write SMS Manufacturing, 601 Prospect St., Lakewood, NJ 08701; (800) 221-0138 or (201) 370-3030; FAX (201) 363-6329.

WGP

Taito introduces *WGP*, a motorcycle driving game available in either upright or "DX movable" configurations. The steering wheel assembly allows the player to control direction, acceleration, and braking. He can select automatic or manual racing. Automatic has no gears; the gear shift pedal is operated by foot for manual racing.

The game is played as a sprint race of three laps; a qualifying position is set for each lap. If you finish a lap ahead of the qualifying position, you can continue on to the next lap. When the bike finishes the qualifying position and you are behind it, or when you have finished three laps successfully, the game is over.

The screen displays different courses from which to choose. The player is also informed of the number of motorcycles he's racing against, his qualifying position, the number of laps driven, and his ranking at conclusion. Along the way, the player must negotiate hairpin bends and winding curves. He must



achieve a proper balance of acceleration and braking to post an impressive time. Going too fast at the wrong time could lead to a bone-jarring wipeout.

Communication equipment can be mounted as an optional feature.

For more information, or distributor referral, contact Taito America Corp., 390 Holbrook Drive, Wheeling, IL 60090; (708) 520-9280; FAX (708) 520-1309.

Neo-Geo System

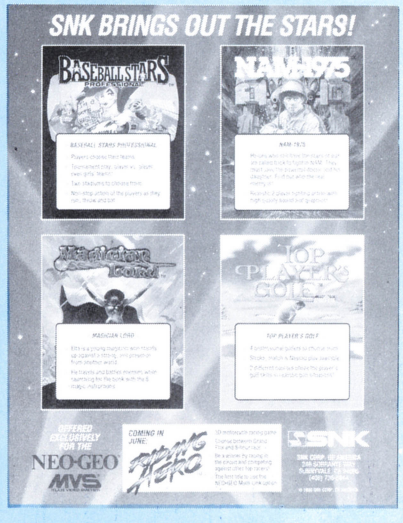
SNK has developed the *Neo-Geo System*, a multi-game video system with a host of significant features.

The cabinet provides convenient game cartridge access behind the control panel, scratch-resistant tempered monitor glass, and a hinged marquee-bezel for easy access to the game title cards. A hi-tech, solid-state electro-illuminescense flat panel is used for the title card back lighting.

In addition, the control panel is covered with Lexan for a long-lasting and easy to maintain finish. The cabinet can accommodate 25-inch or 19-inch horizontal monitors.

Five games are available as the first software choices for *Neo-Geo*. These are Baseball Stars, a "slugger" game with choice of two stadiums and even girls' teams; NAM-1975, a realistic two-player action war game; Magician Lord, a good vs. evil battle; Top Player's Golf, a two-course game with real golf situations; and Riding Hero, a motorcycle racing game coming in June.

For more information, or distributor referral, write SNK Corp. of America, 246 Sobrante Way, Sunnyvale, CA 94086; (408) 736-8844; FAX (408) 736-0446.



Snow Bros., Fire Shark, Rambo III

Romstar introduces three new video kits with *Snow Bros.*, *Fire Shark*, and *Rambo III*.

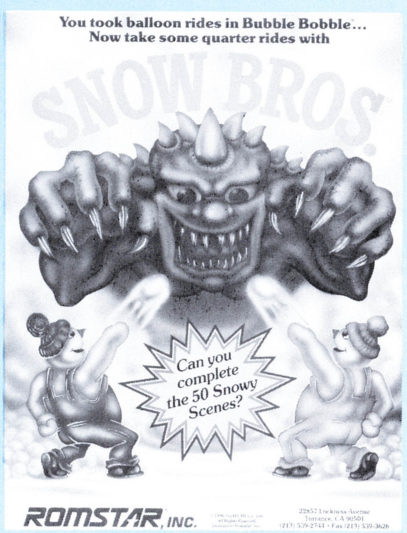
In *Snow Bros.*, players follow a snowman on an adventure as he turns his bitter enemies into snowballs, then uses them as weapons to fight off other foes. It's a two-player kit for horizontal monitors.

In *Fire Shark*, air battles are the main focus as players control a fighter plane through 10 scenes and attempt to destroy an enemy fortress. Ships, tanks, and other obstacles must be overcome in this two-player kit for vertical monitors.

In *Rambo III*, it's off again on a mission with John Rambo and Col. Trautmann. This time the action begins with the destruction of an enemy base and continues on to battle scenes in a desert locale. It is a two-player kit for horizontal monitors.

All three games offer buy-in and continuation features.

For more information, or distributor referral, write Romstar Inc., 22857 Lockness Ave., Torrance, CA 90501; (213) 539-2744; FAX (213) 539-3626.


You took balloon rides in Bubble Bobble...
Now take some quarter rides with
SNOW BROS.
Can you complete the 50 Snowy Scenes?
ROMSTAR, INC.

D J Boy

American Sammy presents a lighthearted martial arts game with the new *D J Boy*, a two-player interactive kit for horizontal monitors.

All the action occurs on roller skates in this game, which features cartoon characters on the skates. Players encounter two-fisted action at every turn. A highlight of *D J Boy* is the presence of that famous disc jockey, Wolfman Jack, as the gravel voice.

The object of the game is to regain the player's boom box, which has been taken by one of five bosses who dominate the territory. Players travel through five different stages on this quest and must fight one boss at the end of each stage. Among the bosses are a punk rock boss and casino boss.

Players pick up musical notes and stars along the way to gain "one up." If all bosses are defeated, there is a big party at the end of the game, utilizing the confiscated boom box. Buy-in and continuation features are included.

For more information, or distributor referral, write American Sammy Corp., 2421 205th St., Suite D-104, Torrance, CA 90501; (213) 320-7167; FAX (213) 320-2597.

Lunar Golf

Meltec adds another unit to its lineup of redemption equipment with *Lunar Golf*, a game that kids of all ages can enjoy.

Lunar Golf employs a joystick control for players to use in maneuvering real golf balls on a playfield of lunar craters. The playfield tilts as youngsters race against the clock to fill those craters and win tickets redeemable for prizes.

Operator-adjustable features include play length, coinage, ticket dispense levels, double coin drop, compact cabinet design, high-visibility LED displays and digital audio, microprocessor-based electronics, and a Deltronics ticket dispenser.

Game measurements are 32 inches wide, 63 inches high, and 46 inches deep.

For more information, or distributor referral, write Meltec Inc., 1550 B Las Plumas Ave., San Jose, CA 95133; (800) 356-4777 (408) 923-1302; FAX (408) 923-0835.

English Mark Darts 6300T

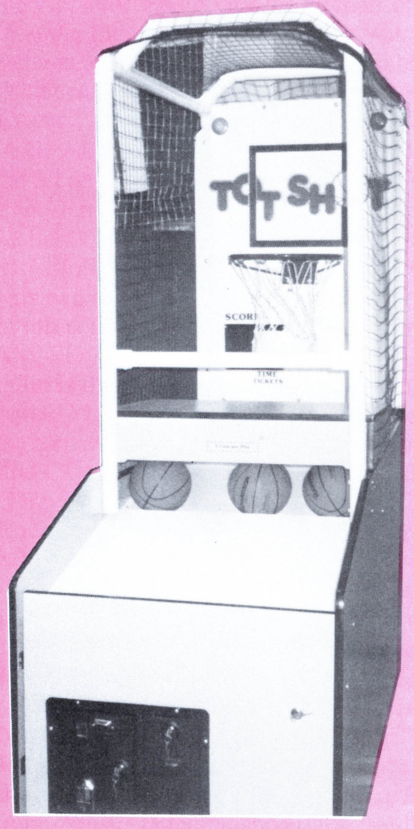
Arachnid has added another model to its list of English Mark Darts games with the new *6300T*.

Special game features include the larger 12-inch overhead display monitor that can be seen by both league and tournament players and spectators, the new Arachnid Web with 80 percent more catching surface, the Coin Credit Card for adjustable pricing, Credit Accumulation, and the Spider Writer for on-location promotion of leagues, tournaments, or location specials.

The *6300 T* plays all the popular games: 301 Count Up, Tic Tac Darts, 501, 701 Open In/Double Out, 301 Double In/Double Out, and three versions of Cricket (standard, cut-throat, and team).

For more information, or distributor referral, write Arachnid Inc., 6241 Material Ave., Rockford, IL 61132; (800) 435-8319 or (815) 654-0212.

Tot Shot



National Sports Games (formerly Intermark Amusements), debuts *Tot Shot*, a new basketball game designed for children.

Appropriately, *Tot Shot* is scaled to a child's size and features adjustable price, time, and ticket settings; flashing lights during the idle mode and after each basket; sound effects; low-maintenance mechanical sensor; and optional ticket dispenser.

The cabinet is constructed of solid wood, comes preassembled, and requires minimal set-up time.

The game measurements are two feet six inches wide, six feet deep, and six feet four inches high. It fits through doorways and in areas where larger basketball games have difficulty.

For more information, or distributor referral, write National Sports Games Inc., 1711 W. Rose Garden Lane, #4, Phoenix, AZ 85027; (602) 780-0112; FAX (602) 780-0331.

Croaker

Exidy introduces a new redemption game with *Croaker*, an alley bowler designed to appeal to players of all ages.

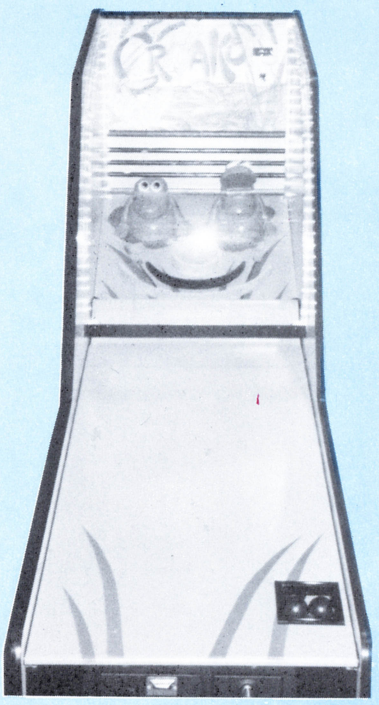
Features include infrared optic sensor switches, attract lights, a canopy plex that keeps balls from going astray, and quick entry to all components through an "operator friendly" trap door bottom access.

Croaker requires no assembly and is shipped as single units. The coin box is secure and the ticket dispenser is by Deltronics. Game dimensions are seven feet long and two feet wide.

The game invites players to roll rubber balls down an alley toward two mouth-popping frogs and a center slot for points that translate into redeemable tickets. Players can easily understand the object of the game and compete on an even footing.

Croaker joins the company's other alley bowler, *Twister*, a game with the same features but a "devilish" theme.

For more information, or distributor referral, write Exidy, 4770 Caterpillar Road, Redding, CA 96003; (415) 325-5814; FAX (415) 325-5817.



Super Skill Crane

Grayhound Electronics has developed the *Super Skill Crane* with a new look for the 1990s.

Features include joystick or button control, adjustable claw tension, dip switch game play (for 50 cents or $1), new sound package in the attract mode, and new battery back-up PC boards.

In addition, there is a new removable front console, four-sided viewing area, separate locked cash box area, and higher quality locks for better security.

The *Super Skill Crane* comes standard with Grayhound's own $1-5-10-20 bill acceptor. Dimensions are 36 inches deep, 41-1/2 inches wide, and 78 inches deep. The front console, which is removable, measures seven inches deep, 13-1/4 inches wide, and 29 inches high.

For more information, or distributor referral, write Grayhound Electronics, Rt. 37 & Germania Station Road, Toms River, NJ 08754; (800) 222-0491 or (201) 341-5200; FAX (201) 341-6560.

G-Loc, M.V.P., Alien Storm, Bloxeed

Sega brings a foursome to the video market this spring with three dedicated games and one kit.

At the top of the dedicated list is the air-battle game, *G-Loc*. The feel of G-Loc (loss of conscience by G-Force) is created as the game puts players in an F-15 fighter jet strategically battling any MIG that gets in the way.

A one-player game, it comes with flight stick throttle (with afterburner button), guided missile button, and machine gun button. There are three player-selectable levels of trainee, rookie, and ace for a total of 36 stages.

Baseball action highlights *M.V.P.*, a game with a detailed control panel to provide one- or two-player moves on offense and defense. On offense, the player uses one push button to bat; the second can be used for putting in a pinch hitter or for bunting. The third button is for making moves in the batter's box. The joystick is used for directing the runner.

As a pitcher on defense, movement of the joystick at the right time allows various pitching strategies. As a fielder on defense, players use the joystick to determine where they want the ball to be thrown. Some techniques require the use of both the joystick and push buttons. The game is available as both dedicated and kit.

Alien Storm is a one- to three-player interactive game that takes place in the year 2002. Employees of a neighborhood hot dog stand are called to duty when they hear broadcasts of an alien invasion. Their mission is to protect the citizens from the slimy aliens. The game is dedicated and features a 25-inch monitor.

Bloxeed is a one- or two-player interactive horizontal monitor kit with buy-in and continuous play option. Players are asked to arrange falling blocks within certain time periods. Game play can be in the Normal Mode for one or two players, or a VS. Mode for two players simultaneously.

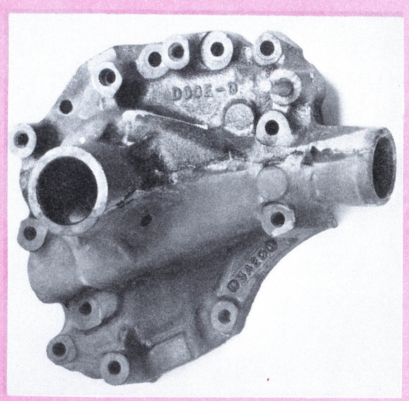
For more information, or distributor referral, write Sega Enterprises Inc. USA, 2149 Paragon Drive, San Jose, CA 95161; (408) 435-0201; FAX (408) 435-0294.

Rust preventative

Cortec Corp. has unveiled a new anti-rust treatment, Cortec VCI-379, that can be used as a complete replacement for oil-based rust preventatives. Designed as a pro-environmental product to meet today's stringent anti-pollution requirements, this water-based formulation lets the user reduce his VOC emissions immediately.

VCI-379 offers the same or better protection against corrosion than oil-based products. Because the user can dilute VCI-379 concentrate between five to 50 percent with water, he is afforded the flexibility to customize the length of rust protection from 24 hours to 24 months. As the product dries, it forms a clear, dry film 30 to 60 minutes after application. The tough coating can be removed with conventional alkaline cleaners, but it many instances it can be coated over with paints or primers.

For more information, write Boris Miksic, Cortec Corp., 310 Chester St., St. Paul, MN 55107; (612) 224-5643.



Linear drive module

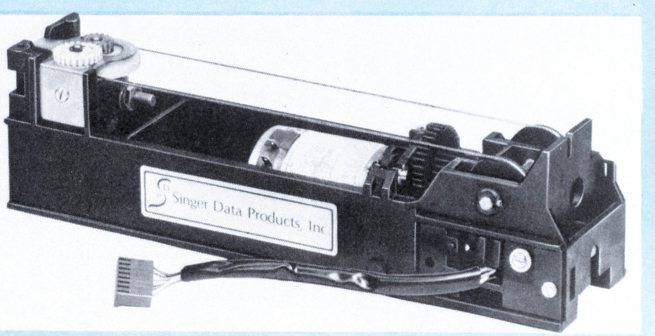
Singer Data Products has released its new linear drive module, which provides up to 5-1/4'' of bi-directional linear motion from a DC motor. It's ideal for applications requiring linear motion. The assembly includes the motor, gear and pulley system, optical encoder, and a drive cable. Also included is a one-way clutch drive gear that can be used for a ribbon-feed mechanism.

The linear drive module provides two encoder output signals; they are used in conjunction with the user electronics to determine position and direction and to control speed. The signals are approximately square waves 90 degrees out of phase. One half-square wave is about 840 microseconds, which is equivalent to about .0125 inches of cable motion.

A 12 volt DC motor is used to drive the unit. Direction is changed by reversing the voltage to the motor. Speed is controlled by amplitude or pulse width modulating the voltage to the motor. Typical operation is at 1.5 amps; this provides a drive force at the cable of three pounds at 15 inches per second. Substantially more speed or force is available, depending on mechanical load or drive circuit.

The price is $60 in OEM quantity. Availability is stock to 45 days.

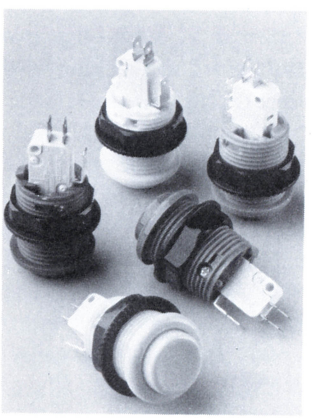
For more information, contact Singer Data Products Inc., 790 Maple Lane, Bensenville, IL 60106; (708) 860-6500.



Nylon pushbutton

Happ Controls Inc. has added a new product to its line of pushbutton controls, the ''Ultimate Pushbutton.'' It is constructed of 100 percent nylon for durability and has an extra-long body to fit all thickness of control panels, from .060 (1/16'') metal to .750 (3/4'') wood.

In addition, the Ultimate Pushbutton has a fast and responsive sideways switch actuation; a microswitch that's held in place firmly by an exclusive one-screw design; and a fastening nut made of nylon plastic for extra strength. It is available in red, white, blue, yellow, green, and black.



For more information, contact Happ Controls Inc., 106 Garlisch, Elk Grove Village, IL 60007; (708) 593-6137.

Change machine, token dispenser

Italian distributor Maggi Coniature announces the availability of two important coin-op accessories. The first is a change machine manufactured by Urmet, the Midiget Model 668. It can change bank notes and coins and dispense tokens for amusement or vending machines. Coins and tokens can also be dispensed together.

Among the features are a bank note varifier that accepts up to seven different notes and can be re-programmed on site; a coin validator that can accept up to eight different coins; a large-capacity that can handle most metallic coins/tokens; and a microprocessor-managed control panel that handles all machine functions, including auto-diagnosis and programming.

The control panel consists of keyboard, display, and a programmer. The programmer is used to set dispensed coin values or tokens, automatic mode threshold, a record of dispensed coins/tokens, and cash taken in.

The other product, Multicash 2, introduces new concepts and systems in the electronic dispensing of tokens or coins. Among them are the replacement of mechanical keys for access to machine operating procedures by a secret key code or codes; the possibility of selection of different dispensing options; the possibility of deliveries with discounted rates as a function of purchased value; the storage, in a first electronic counter, of the cumulative amounts dispensed by the cashiers, both by number of pieces and by value; and storage, in a second electronic counter, of all amounts dispensed, by number of pieces and value.

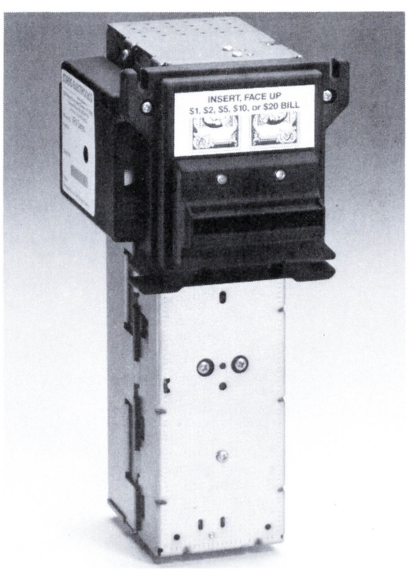
The unit can also be used as a coin counter, with the coins or tokens being packaged directly into bags.

For more information on these Italian products, contact their American distributor—Happ Controls Inc.—at 106 Garlisch Drive, Elk Grove Village, IL 60007; (708) 593-6130.

Bill acceptor

Mars Electronics International has introduced two new bill acceptors—the VFM3S and VFM5S—that provide operators with downstacking capability and higher security against fraud. Ideal for video games, pinballs, and jukeboxes, they are the first products in a new security series of bill acceptors that Mars plans to introduce this year.

The bill acceptors were unveiled at the recent ACME in Chicago. They are available in configurations with 185-, 400-, 600-, and 1,000-bill capacities. The VFM3S accepts $1, $2, and $5 bills, while the VFM5S takes these plus $10 and $20 bills. The VFM Security series bill acceptors feature a lighted bezel, making them excellent choices for dimly lit environments.



The denomination of acceptable bills can be enabled and disabled through software, as well as through traditional switches. For example, a machine could be programmed to stop accepting $10 and $20 bills between 10 p.m. and 6 a.m. Also, each model will accept models inserted face-up in either direction, or the direction may be limited to meet bank requirements.

For more information, contact Mars Electronics International Inc., 1301 Wilson Drive, West Chester, PA 19380; (215) 430-2500. □

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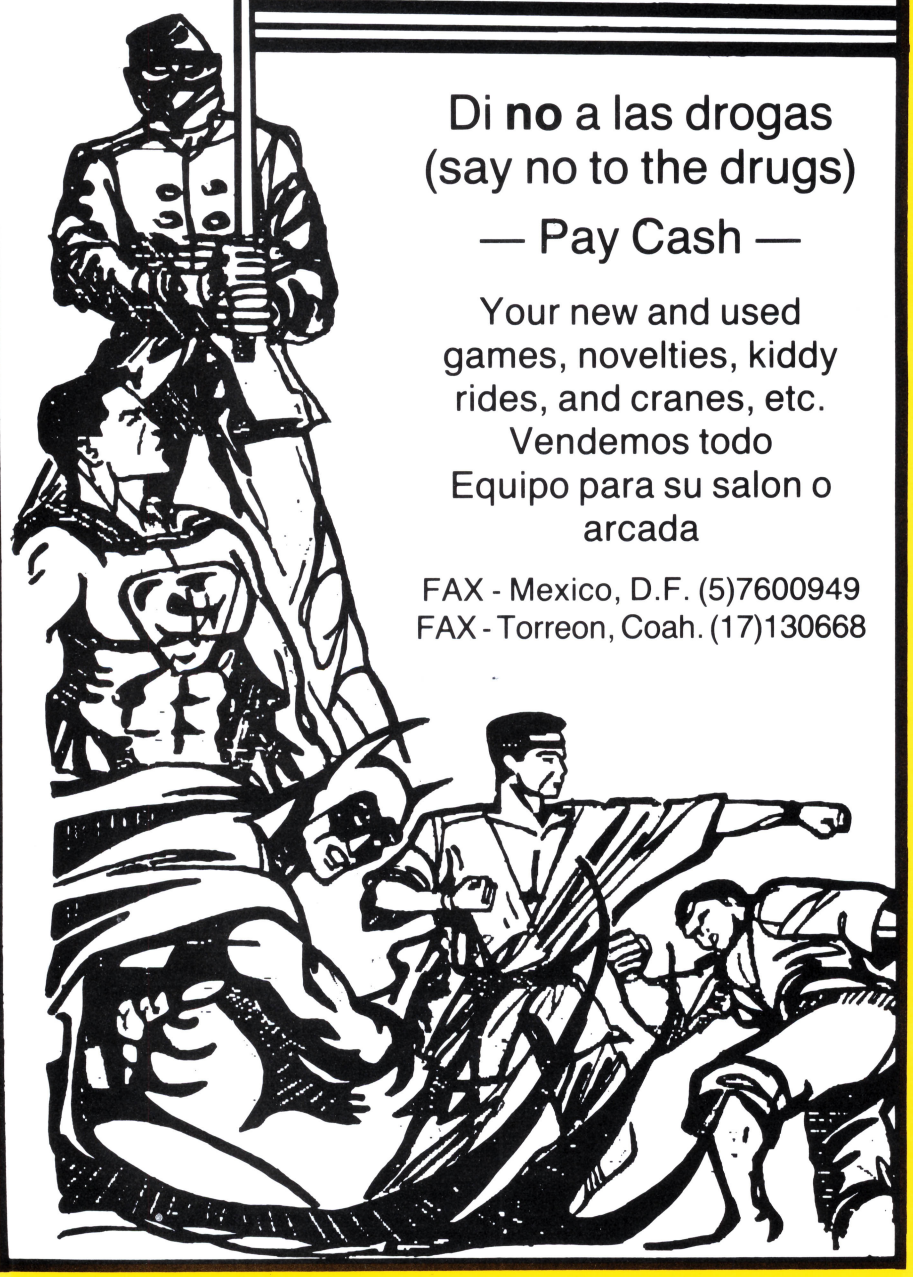

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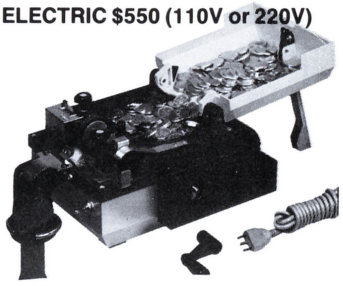

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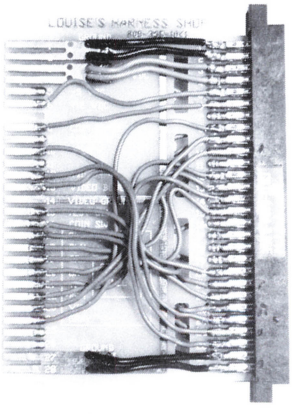

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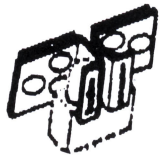

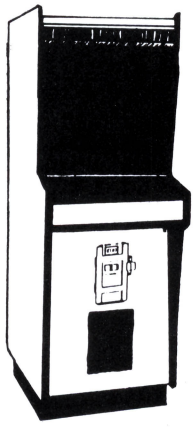

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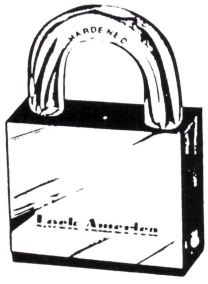

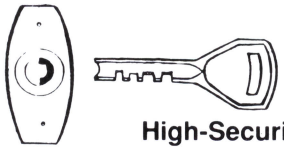

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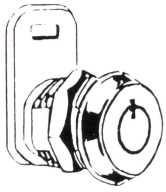

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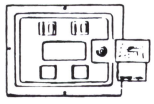

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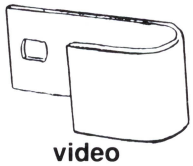

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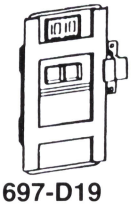

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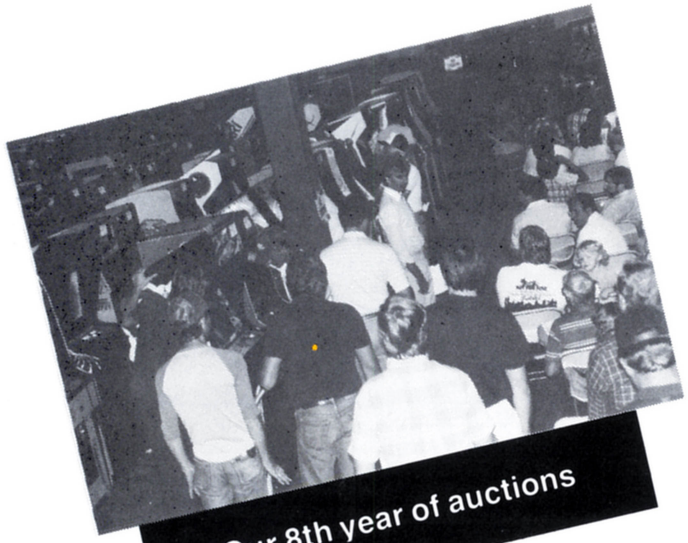

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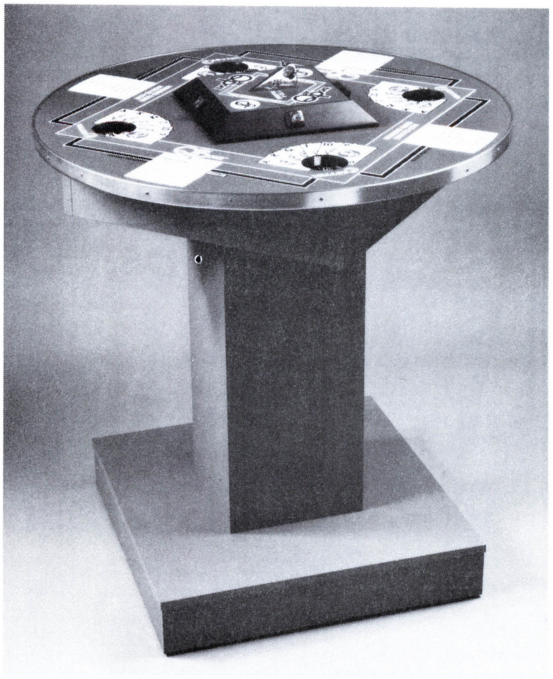

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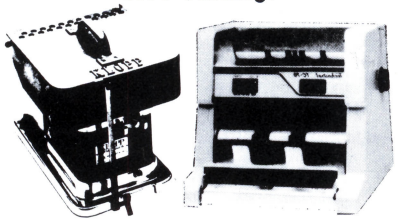

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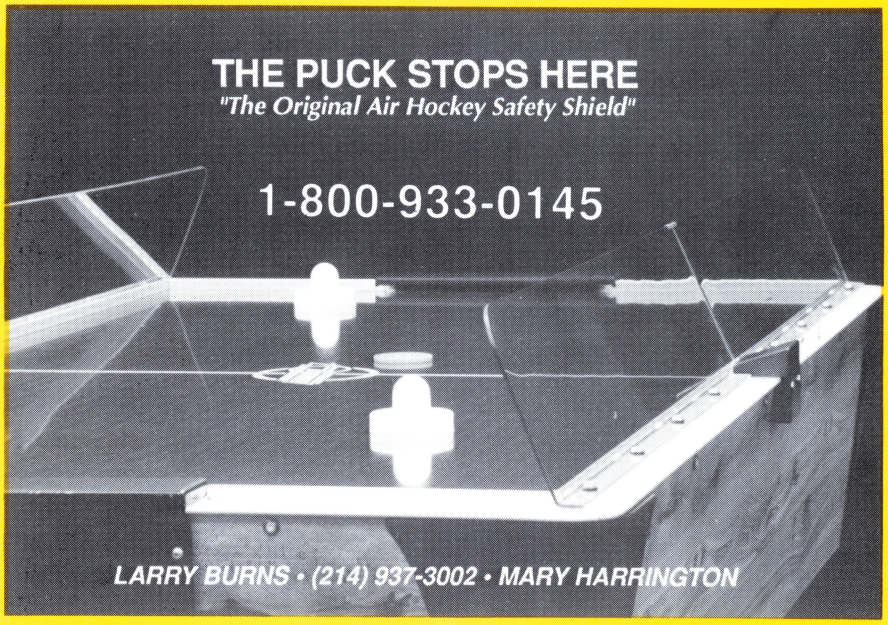

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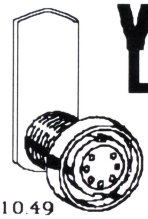

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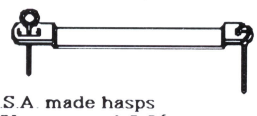

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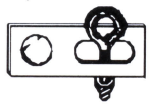

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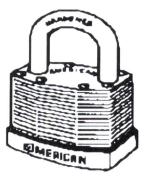

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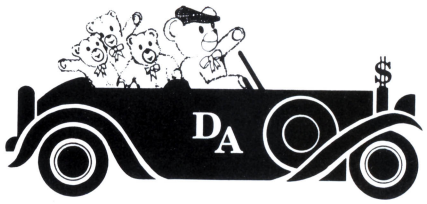

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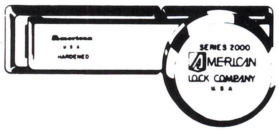

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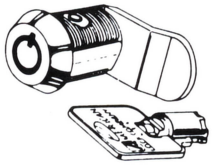

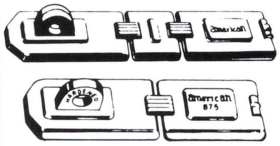

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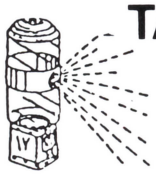

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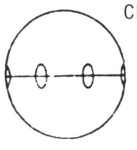

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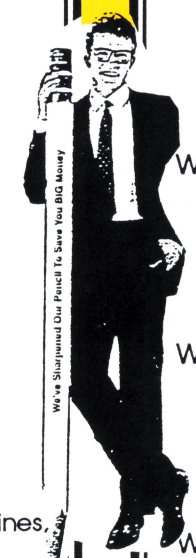

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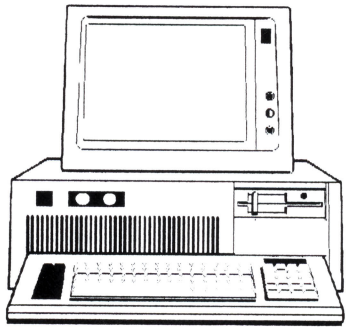

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Program #3 Power Supplies - Approximately 60 minutes

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Program #4 Raster Scan Monitors -Approximately 60 minutes

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June 7-9
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June 15-17
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June 18-23
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September 17-22
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October 11-14
National Automatic Merchandising Association (NAMA) National Convention and Exhibit of Vending and Foodservice Management, Orange County Convention/Civic Center, Orlando, Fla. Contact NAMA (312) 346-0370.

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Only from the mouths of babes

The time had come to call in my key source, my ace-in-the-hole. He said he would talk, but only on deep, deep background. His mission, if he chose to accept it, was to hook me up with colleagues equally in-the-know. I needed to have this question answered, once and for all: how do home games stack up with coin-op games, from a technological standpoint?

After some coaxing, I got him to go on record. "Cast off this shroud of secrecy, son!" I implored. "OK, Uncle Chris, I'll be quoted," replied Jason, my seven-year-old nephew. Jason has appeared in these pages before. He made the big splash a year ago, in the May 1989 "Last Word," after pummeling me in a video game challenge match. He still rubs it in my face.

I've received analyses on this coin-op vs. consumer issue from both sides. All of the responses were thoughtful, but they came from reasoned adult minds. I wanted to look at it through the eyes of a child, gathering answers that only a child caught up in enthusiasm can give. Jason playing video is a living, breathing definition of bliss.

I had Jason arrange a video summit at a nearby arcade with a group of his cronies. My plan: pepper them with questions about the coin-op games they're playing, in comparison to the software on their home systems. Now, I thought, I'll get the views from some *real* hardcore game junkies.

Not surprisingly, they immediately raced over to Konami's *Teenage Mutant Ninja Turtles*. "Man, this game is *so cool*!" yelled Peter. "I'm gonna beat you, Peter!" challenged Jason. "No way, Jason, I'm the best," Peter retorted. I kidded Jason, "Peter is the best; you can't get past one level." He shot me a look. "Oh *yes* I can. I've even gotten to the evil Shredder." Whoops. Don't question the boy's prowess.

Sensing this was as good a time as any to begin, I asked Chad to compare the graphics on *TMNT* to his home games. "Uh, they're both real cool," he said. "Good answer, good answer!" cheered the other boys, reminiscent of contestant families on the corny "Family Feud" game show.

Let's try this again. I cornered six-year-old Josh, who was bravely attempting to master Capcom's *Final Fight*. "Tell me, Josh, if you could play this same game at home, do you think you'd ever come back to the arcade to play it?" I asked. "Maybe," he said. Just my luck to find a Gary Cooper-type. "What would it depend on?" I pressed on. "I don't know," he said.

I was sinking like the Titanic. It was time for one last-ditch question, one they couldn't answer "yeah," "no," or "maybe." I asked, "Boys, which home system is the best, with the games closest to the ones you're playing here at the arcade?"

"That's easy, Uncle Chris," Jason said. "Nintendo is so awesome! They have this *Game Boy* with motorcycle games and stuff! I'll play you when we get home if you want." No thanks, hustler.

"Oh no, Sega *Genesis* is the best," Peter countered. "That's what I have, and it's the best. It really is best." OK, Peter, I think I know how you feel about it.

"You guys don't know nothin' at all," Josh yelled. "My NEC *TurboGrafx* would totally kill both of yours! Ask my daddy; he'll tell ya."

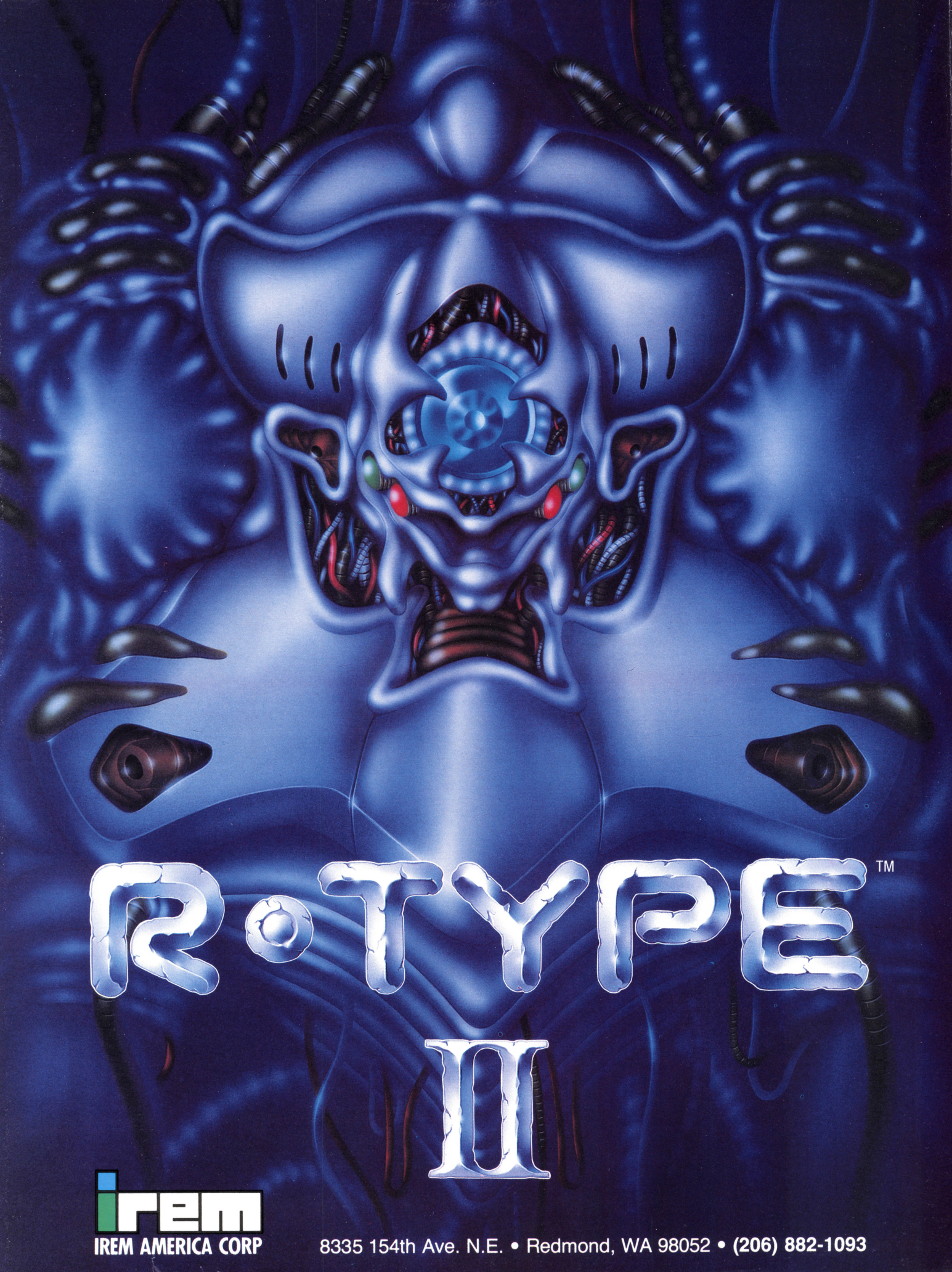
"Shut up, Josh." "You shut up, stupid." "You aren't my friend anymore, dummy." "Go home, we don't wanna play with you no more!" "I'm tellin' my momma on you!" Break it up, boys, break it up. Good Lord, I'd started an uprising!

I went to get them Cokes while they patched up their differences. When I returned, I overheard Peter ask Jason, "Your Uncle Chris is weird. Why's he asking us all of these questions? I wish he'd just let us play our video games without interrupting."

A beaten man, I gave Jason $5 and left. I drove off, realizing that coin-op vs. consumer is an issue better left for adults to decide. Kids just want to have fun. It took me a while to figure that out. □

Christopher Caire

Christopher Caire
News Editor



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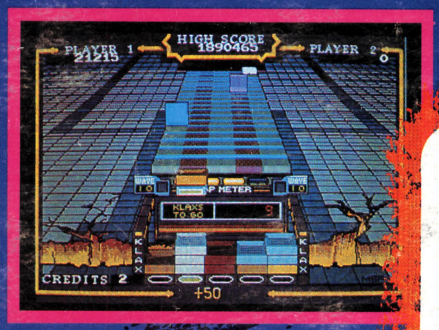

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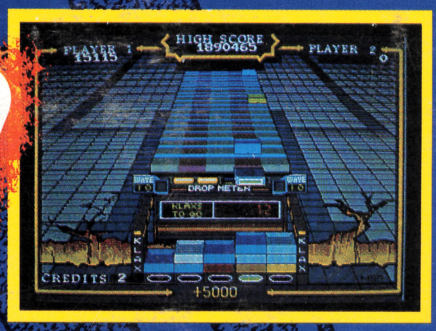

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